mandrinter



August,1915



Do You Know About SULLMANCO

The up-to-the-minute ink proposition

That Appeals to every Job Printer.

The Ink you want—as you want it, How you want it, when you want it!

Have YOU received your Sullmanco Way Booklet?
If not, write TO-DAY to any of the following Selling Agents

Atlanta Keystone Type Foundry
Baltimore American Type Founders Co.
Boston American Type Founders Co.
Boston Carter, Riee & Co., Corp.
Boston H. C. Hansen Type Foundry
Boston H. C. Hansen Type Foundry
Boston Keystone Type Foundry
Boston H. C. Hansen Type Foundry
Bo

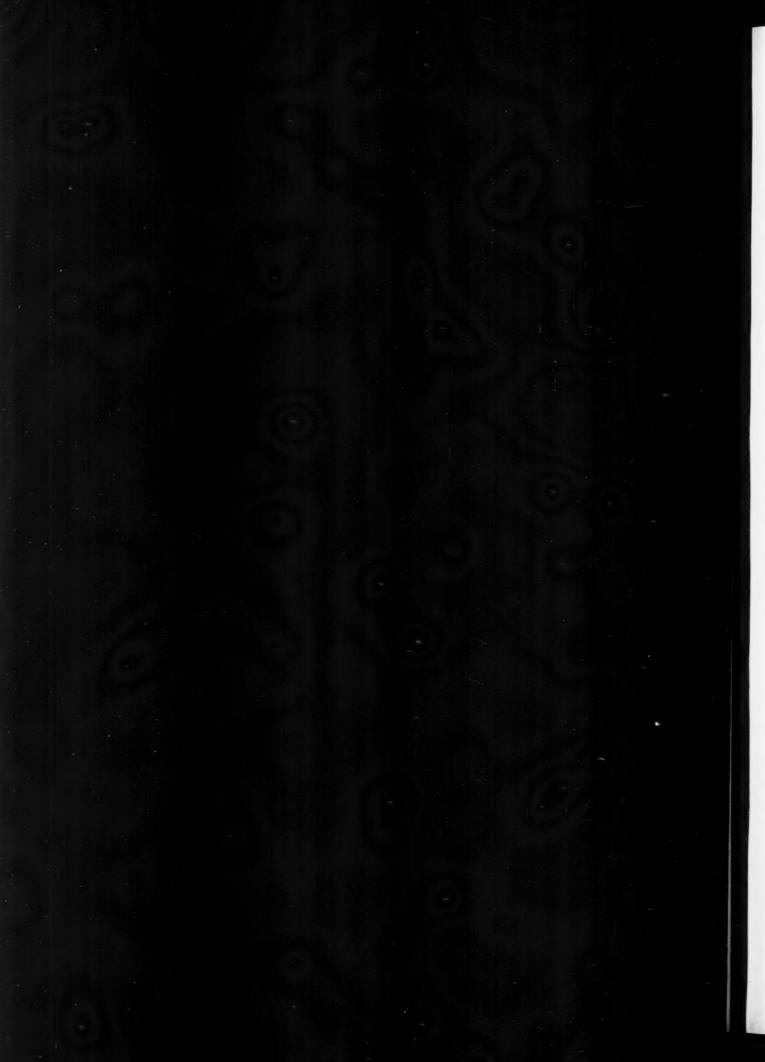
Sigmund Ullman Co.

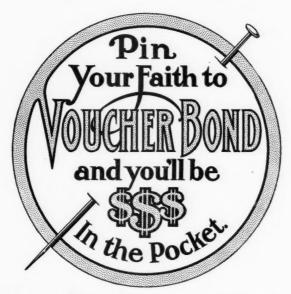
New York

Chicago

Cleveland







This Is Interesting

If you have been in the custom of accepting almost anything when buying low-priced Bond Paper, you can get out of that costly habit right now by adopting Voucher Bond—a standardized "Butler Brand"—as uniform year in and year out as a paper of this character can be made.

Voucher Bond is the best and most economical general utility paper obtainable for business stationery forms.

Due to its practical range of colors and all-around usefulness, Voucher Bond is extensively used in the following business forms:

LETTER-HEADS FORM LETTERS SALES TICKETS STATEMENTS BILL-HEADS ORDER BLANKS MANIFOLD WORK MEMORANDUM PADS DEPARTMENT BLANKS HOUSE BULLETINS CREDIT MEMOS. CHECKS RECEIPTS ENVELOPES INVOICES

Voucher Bond has a very bright, clear color and is an exceptionally good-looking paper. You will indulge in no experiment when you decide on this brand. You do not need to put it to any test, because thousands of others have done this for you with the result that they are carrying it in stock and featuring it.

To recommend Voucher Bond is the best kind of business assurance.

Stock is carried in an extra large list of sizes and weights in White and nine distinctive tints. A postal will bring samples with full information and prices.

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co	Milwaukee, Wis.	Mutual Paper Co Seattle, Wash.
Missouri-Interstate Paper Co	Kansas City, Mo.	Commercial Paper Co
Mississippi Valley Paper Co	St. Louis, Mo.	American Type Founders Co Spokane, Wash.
Southwestern Paper Co	Dallas, Texas	American Type Founders Co Vancouver, British Col.
Southwestern Paper Co	Houston, Texas	National Paper & Type Co. (Export only) New York City
Pacific Coast Paper Co	San Francisco, Cal.	National Paper & Type Co Havana, Cuba
Sierra Paper Co	Los Angeles, Cal.	National Paper & Type Co City of Mexico, Mexico
Central Michigan Paper Co	. Grand Rapids, Mich.	National Paper & Type Co



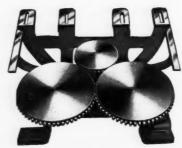
J.W. Butler Paper Company

Established 1844 CHICAGO

THROUGH OUR

EOUIPMENT DEPARTMENT

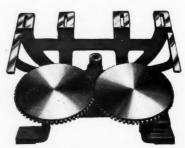
MONEY-MAKING O SPECIALTIES



For Single Color 50 Per Cent Increase in Distribution THE DUAL PRINT

ATTACHMENT

Saves ½ of the Impressions on Two-Color Work



Permits of Printing Two Colors at Same Time

BLACK AND COLORED **LETTERPRESS**

INKS

NEW PROCESS

IS NOW BEING USED

Hundreds of the Leading

Printing Establishments

SAVING

Fully ONE-HALF of the MAKE-READY TIME

FOR EVERY KNOWN PURPOSE

The **Universal Pressure** Quoin

PRESSURE APPLIED

AND

DISTRIBUTED

WHERE REQUIRED A CHASE CONTAINING 16 SMALL QUOINS

REQUIRING MANY ADJUSTMENTS EACH

BEFORE FORMS ARE SECURELY LOCKED

IS PROPERLY LOCKED WITH TWO

FULL LENGTH UNIVERSAL PRESSURE QUOINS

The Queen City Printing Ink Co.



BOSTON ROCHESTER MINNEAPOLIS CINCINNATI

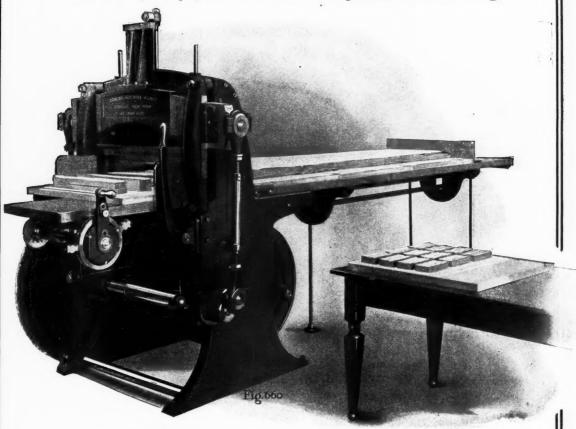
PHILADELPHIA KANSAS CITY DALLAS

CHICAGO DETROIT ST. PAUL



New Oswego Cutting Method

For Labels, Strips, Bands and All Duplicate Size Cuttings



ONE EQUIPMENT OF THE RAPID OSWEGO STRIP AND LABEL CUTTER

Pioneer Oswego patents allowed controlling new and exclusive improvements. Furnished in all Oswego stock widths from 32-inch up to 84-inch

One of these new Oswego machines increased the daily cuttings from seven hundred thousand to four million pieces.

On another class of work from five hundred thousand to one million and a half pieces.

That is, three hundred per cent increased product in one case and six hundred per cent increase nearly in the other.

Particulars of these new Oswego Strip and Label Auto Rapid-Production cutting machines will be furnished you promptly on request by mail, or a skilled representative will study your conditions and recommend the Oswego equipped machine that will pay you the largest profit. It will be a pleasure to hear from you.

OSWEGO MACHINE WORKS

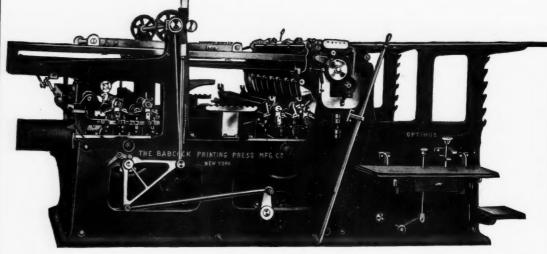
NIEL GRAY, Jr., Proprietor

OSWEGO, NEW YORK, U.S. A.

CUTTING MACHINES EXCLUSIVELY; NINETY SIZES AND STYLES—16-INCH TO 84-INCH; FOR PAPER, BOARD, CLOTH, FOIL, LEATHER, CELLULOID, RUBBER, CORK, ETC.

Sent on request: The remarkable list of "Oswego Contracts" embracing the entire globe.

The Babcock "Optimus"



Strength, Accuracy, Speed

The first great economy in every printing-office must be in the machines that do the work. The qualities absolutely indispensable are, strength, accuracy and speed.

THE BABCOCK "OPTIMUS"

is the embodiment of these qualities. Strength is assured by the intelligent use of the best material. Perfect Accuracy is built into every part.

SPEED is the demand of the century and as necessary in a printing press as an airship. SPEED means much more than fast running. It means quick make-ready, no change of delivery for different sizes of sheets or in changing from cardboard to tissue paper, time saved in handling rollers and in numberless other ways—each one adding to the SPEED of the "OPTIMUS." Into every invention for the convenience of the printer, every original, patented device, the element of SPEED has entered as a prime factor — with result that

THE BABCOCK "OPTIMUS"

is unequaled among two-revolutions in

STRENGTH, ACCURACY, SPEED and ECONOMY

We shall be glad to tell you more about it.

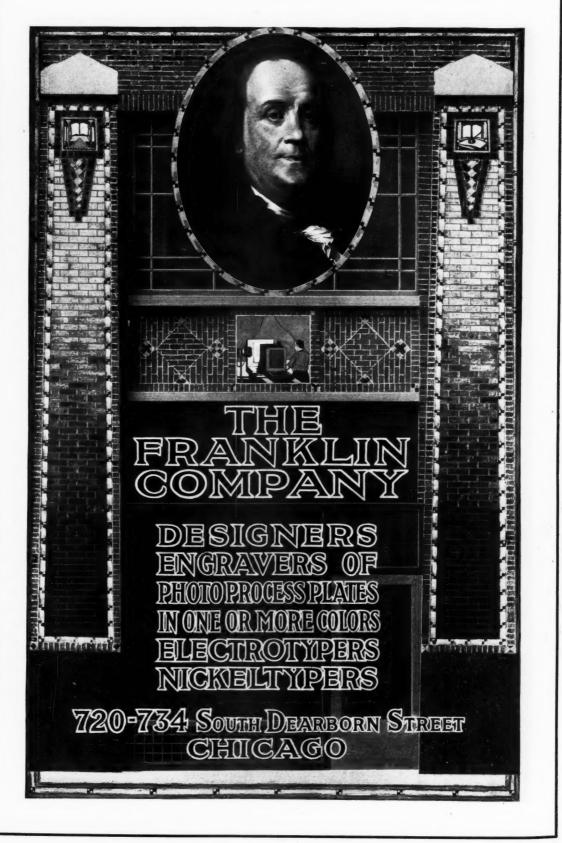
OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT

The Babcock Printing Press Manufacturing Company

NEW LONDON, CONN. 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle Miller & Richard, General Agents for Canada, Toronto, Ontario and Winnipeg, Manitoba John Haddon & Co., Agents, London, E. C.

F. H. Boynton, Sales Agent, 86 Third Street, San Francisco, Cal.

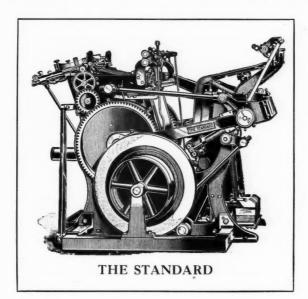




Easy to Buy; Easy to Learn; Easy to Keep Busy; Easy to Earn Big Money With

THE STANDARD

High-Speed Automatic Job Press Pays for Itself Automatically



Only \$250 Down

Our terms run on rubber tires. So easy they never jar.

The STANDARD alone has stood the practical test of day in and day out work in the job department. No other machine has ever survived this test.

Write for particulars

WOOD & NATHAN COMPANY

SOLE SELLING AGENT

THIRTY EAST TWENTY-THIRD STREET, NEW YORK CITY

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co. **CHICAGO**

636-704 Sherman Street

PITTSBURG

ST. LOUIS

KANSAS CITY
706 Baltimore Avenue

ATLANTA

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

MILWAUKEE

MINNEAPOLIS

DES MOINES

THE SCOTT

All Size Rotary Perfecting Printing-Press

is a machine that meets the demands of printers who have a varied line of work and long runs of presswork. It cuts off any length of sheet from 20 to 46 inches and any width of paper up to 50, 60 or 70 inches, as desired. The latest Scott All Size Web Press prints two colors on each side of the sheet. This machine is especially adapted for mail order catalogues and fine magazine printing.

EVERY LARGE PRINTING-OFFICE

can use one of these machines to advantage. In New York City there are four of these machines in operation; in Philadelphia, five, and others are scattered all over the country.

THERE ARE A GREAT MANY PRINTERS

who could use one of these machines, but unfortunately they do not know just what the machine is and what it is capable of doing. Our special representative will be pleased indeed to call and confer with you at any time that suits your convenience, or drop us a line and we will forward catalogue and descriptive matter about these machines.

WHEN SHALL WE HEAR FROM YOU?

WALTER SCOTT & COMPANY

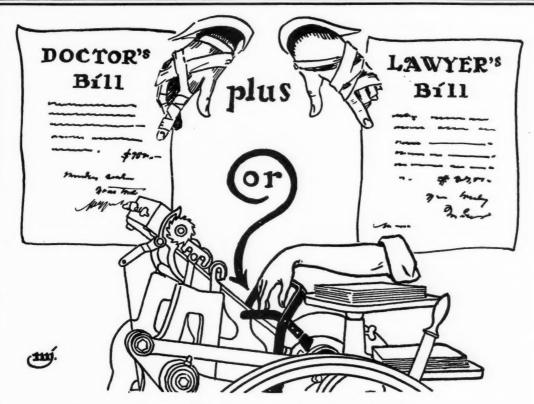
New York Office ONE MADISON AVENUE DAVID J. SCOTT, General Manager

Chicago Office MONADNOCK BLOCK

Main Office and Factory: PLAINFIELD, NEW JERSEY, U.S.A.

CABLE ADDRESS: WALTSCOTT, NEW YORK. CODES USED: ABC (5th EDITION) AND OUR OWN





Let the "Safety First" Guard Prevent the "Human Spoilage"

Accidents have happened in your shop, slight, serious; they happen in every shop. Don't you feel that the "human spoilage" in the printing industry is far too high?

Do you know that in a day of, say seven thousand impressions, the average feeder pulls his impression lever or makes a quick attempt to straighten out the sheet at least seven hundred times?

Think of it, seven hundred times a day just before the press closes a boy or girl perhaps must make a quick decision and act on it. You know that the accident happens even faster than the short time allowed for even deciding about it.

With seven hundred instant decisions a day—it follows that some day, perhaps soon, one of your employees will decide too late, and all that stands between you and the accident and a disagreeable damage suit later is a series of quick judgments by a feeder constantly under tension.

Avoid the human waste. Cut down the "human spoilage." The "Safety First" Guard will throw the hands of the feeder up and out of the press. No more work under great mind and body tension. The instant decisions are now all made automatically.

Don't you really see how this will increase his output—that the "Safety First" Guard will positively yield more impressions through increased speed; and that more impressions will be effective ones?

On account of a greatly increased output we have reduced the price of our "Safety First" Guard from \$25 to \$20 f. o. b. Newark, N. J., less 3% 10 days; 30 days net; applying to all makes of Gordon presses.

Act on your real feelings about this subject and at least write us to-day for a booklet on the "Safety First" Guard.

The HUMANA Co.

Clinton and Beaver Streets, NEWARK, N. J.

NEW YORK CHICAGO ST. LOUIS BUFFALO BOSTON ATLANTA CINCINNAT

OUR GREATEST TRIUMPH

WORK AND TURN OR "FLOP SHEET" PAPER-FOLDING MACHINE



MADE BY

BROWN FOLDING MACHINE CO.

ERIE, PENNSYLVANIA

CHICAGO: 343 S. DEARBORN STREET

NEW YORK CITY: 38 PARK ROW

ATLANTA, GA.: J. H. Schroeter & Bro. DALLAS, TEX.: 1102 COMMERCE STREET

TORONTO, CAN.: 114 ADELAIDE, W.

The Seybold "Dayton" Automatic Cutting Machine

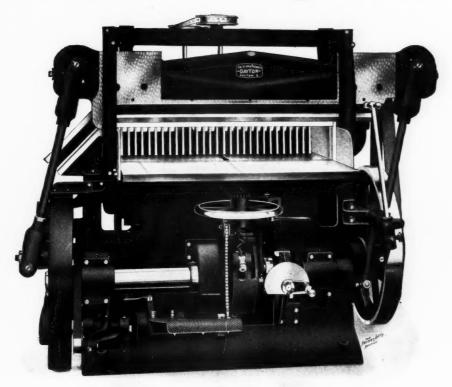


Illustration-35-inch, 40-inch, 44-inch and 50-inch sizes.

The Cutting Machine that puts MORE WORKING HOURS in a day. HOW?—By GREATER OUTPUT and elimination of TIME LOST FOR REPAIRS

LET US PROVE IT

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper-Box Makers, etc.

Main Office and Factory, DAYTON, OHIO, U. S. A.

The Norman F. Hall Co., our Pacific Coast Representatives, are conducting daily demonstrations of our Bookbinding Machinery at Block 31, Machinery Hall, Panama-Pacific Exposition, San Francisco, Cal. Don't fail to call.

Young Printer Wanted

to prepare himself for some of the big jobs now being and to be created in the printing industry. The trade of type composition is gradually undergoing a great change. The big shops are going to pay one compositor to be the brains for groups of other compositors in the plant. He will be a typographic architect, as it were, figuring to a nicety plans for all the jobs, from a small business card to the big catalog, passing through the house, just as the building architect draws up plans to guide carpenters in their work upon the mammoth skyscrapers of the city and the bungalows in the residential districts. His "style" will permeate the product of the firm. His word will be law. Average compositors will become mere mechanical operatives and will receive the wages of such, but the typographic architect will receive in some cases \$35 a week and more, depending upon his ability. To secure and hold these jobs the young printer will be compelled to know the essentials of good type composition, the principles which govern it from the standpoint of art and display. He must be able to know before a line of type is set just what the finished product is going to be, and there must be no blunders. Intense competition and increased expenses make it necessary for the successful proprietor to secure the greatest efficiency from his men and it is this as much as anything which is responsible for the birth of the typographic architect, or layout man. There must be no figuring at the case on how the job will appear when finished. The I.T. U. Course of Instruction is a necessary aid in preparing printers for these important, lucrative positions and, in some cases increased wages in a very short time have more than paid the entire cost of the instruction. Complete information may be had by addressing

The I.T.Y. COMMISSION 632 Sherman St., Chicago, Ill.







Loft-Dried-Quality at Modern Prices Made by Modern Processes In a Mill of "Safety First"



Follow Your Inclination and Adopt One

"We are always doing something to keep our Customers in the Lead"

OLD COUNCIL TREE BOND—A High-Grade Bond of Preference



LOFT DRIED BONDS AND LEDGERS ONLY SEND FOR SAMPLES





NEENAH PAPER COMPANY

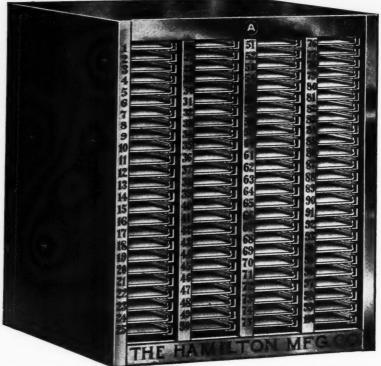
NEENAH, WISCONSIN

FOUNDED 1873





Modern Storage System



The efficient up-to-date method of storing pages is on galleys. The Hamilton Manufacturing Co. has been perfecting this plan of galley storage for quite a few years.

The great advantages of this System were first clearly demonstrated in the office of the J. B. Savage Company, Cleveland, where a complete outfit of Hamilton Equip-

ment was installed. It was in this plant that the actual saving to be effected by the System was first clearly shown.

Every printer needs at least one of these Cabinets. In some printing-offices we have installed as high as fifty of them.

The price of these Cabinets complete with galleys is less than was charged only a few years ago for a Cabinet only without galleys.

Order one of these Cabinets to-day from your nearest dealer and inject system into your page-storage problem. Circulars and sample of galley will be sent promptly upon request.



Group of 5 units Hamilton Steel Galley Cabinet No.657; depth 15 inches, height 77 inches, length 126 inches. Capacity 500 8¾ x 13 Galleys.

THE HAMILTON MANUFACTURING CO.

HAMILTON EQUIPMENTS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

Main Offices and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.



THE MOST IMPORTANT ANNOUNCEMENT EVER MADE TO PRINTERS

The Committee on Apprentices of the United Typothetae and Franklin Clubs of America is ready to announce that progress in the preparation of the official U. T. & F. C. A. Technical Library is so far advanced that the time has arrived to solicit subscriptions therefor.

THIS LIBRARY consists of ten general divisions containing a total of sixty-four volumes, each being an authoritative text-book upon some one important subject of the printing or allied industries. The complete list of titles is as follows:

Part 1

- Types: A Primer of Information
- -Compositor's Tools and Materials
- Type Cases and Composing-Room Furniture Imposing Tables and Lock-up Appliances Proof Presses and Apparatus

- 6—Platen Printing Presses
 7—Cylinder Printing Machines
 8—Mechanical Feeders and Folders
- 9—Power Machinery for Printers 10—Paper Cutting Machines
- 11-Printers' Rollers
- 12-Printing Inks
- 13—Paper and Cardboard
- 14—Relief Engravings 15—Electrotypes and Stereotypes

Part 2 (A)

- 16—Elements of Typesetting 17—Printers' Proofs 18—First Steps in Job Composition 19—Miscellaneous Job Composition

- 20—Composition of Book Pages 21—Tabular Composition 22—Applied Arithmetic for Printers

Part 2 (B)

23-Typesetting and Composing Machines

- 24-Locking Forms for the Job Press
- 25-Preparing Forms for the Cylinder Press

- 26-Making Ready on Platen Presses 27-Flat-bed Cylinder Presswork
- 28-Pressroom Hints and Helps 29-Modern Processes of Printing

- 30—Pamphlet Binding 31—Book Binding

Part 6

- -Word-study and English Grammar
- 33—Punctuation 34—Use of Capitals 35—Division of Words
- 36-Compound Words
- 37-Abbreviations and Signs
- 38-The Use of Italic
- 39—Proofreading
 40—Preparation of Printer's Copy
 41—Printer's Manual of "Style"
- 42-The Printer's Dictionary

- 43—Elements of Typographic Design 44—Essentials of Good Design 45—Typographic Design: Lettering 46—Typographic Design: Layouts 47—Typographic Design: Advertising 48—Rudiments of Color Printing

Part 8

- 49—Ancient Writing and Printing 50—The Invention of Typography 51—Stories of Famous Early Printers

- 52—Printing in England 53—Early Printing in America 54—History of American Printing Machines
- 55—Typefounding in America

- 56—Elements of Cost in Printing
 57—Use of a Cost System
 58—Buying and Selling Printing Paper
 59—Cost of Type Composition
 60—Cost of Presswork

- 61-Cost of Pamphlet and Job Binding

Part 10

- 62-Health, Sanitation and Safety
- 63—Topical Index 64—Courses of Study

The Books

Each book measures 5 x 8 inches, varying in number of pages from 48 to 400, dependent upon the importance of the subject treated. They are bound in a beautiful shade of blue cloth, with rounded backs, lined inside and out with blue cover paper. The stamping both side and shelf back is white leaf. The books are set in 10 point Lining Caslon, and are printed upon a fine grade of white semi-smooth book paper. The illustrations are principally outline, but halftones and color plates have been used where required to properly illustrate the text.

The Book-Case

Accompanying the books is a pressed steel, double shelf book-case or cabinet, having a movable spring end for lower shelf, so that books may be always kept in an upright position. There is space for a few additional books which may be added from time to time. The book-case has a metal label as shown by the illustration, which also suggests the color which is a pleasing dull finish dark olive. This book-case has been especially devised for this purpose and is an ornament to any office. Its dimensions are $18\frac{3}{4}$ inches wide, $19\frac{1}{2}$ inches high, and $6\frac{1}{8}$ inches deep.

The Authors

The Authors and Compilers of this Technical Library are representative men from all parts of the country who responded to the Committee's invitation to aid in this work and their material has been carefully revised and edited by the Committee, under the general supervision of our National Apprentice Director, Dr. Frederick W. Hamilton, a former President of Tufts College, Mass., and a member of the Massachusetts State Board of Education. Each Book has also received careful scrutiny by a number of practical men in the business—the aim being to produce text-books of the utmost authenticity and practicality.

General Contents

Each book contains, in addition to its subject matter, title, preface and contents pages; a list of books for supplementary reading; a glossary of terms used; a carefully compiled list of review questions, and information regarding all the other books of the series.

The Purpose of These Text-books

This Typographic Technical Series is being prepared pursuant to instructions of the U. T. & F. C. A. Convention at New Orleans, in October, 1913, and follows the general lines as set forth in the Committee's report to the Convention held in New York in October, 1914. These books are being compiled and published in order to provide orderly, authentic and correlative teaching material for the instruction of Printers, Apprentices and Printing Employees generally.

Tools of Our Trade

As the work developed it became evident that these books must assume not only the character of Apprentice text-books, but practical tools of trade for our important industry, valuable alike to Employer, Journeyman, "Two-thirder," Apprentice and Boy.

The Greatest and Most Important Organization Effort Ever Undertaken

The Committee feels secure in the statement that the completion of these text-books will bring to our Organization and the printers generally of this country, the honor of having attempted and successfully accomplished the greatest and most important Organization effort ever undertaken. It means nothing less than the effort to re-make through our Organization the entire personnel of the printing industry in this country, employer as well as employee, which in a few years, will result, we believe, in placing the printing business in the forefront of all other industries, with regard to technical skill, quality of product, and remunerative return. Certainly an object worthy of our best efforts!

What Has Been Said About This Work

The plan and scope of this great work, together with sample volumes, etc., have been submitted to many competent Educators, Trade Bodies, Practical Men, etc., etc., and all have united in expressing the highest praise of our work as well as wonder at our undertaking so big a task. The Committee takes pleasure in quoting just a few from the many encomiums passed upon this Series.

From the President of the United Typothetae and Franklin Clubs of America

"I consider the Typographic Technical Series, as compiled by the Committee on Apprentices of the U. T. & F. C. A., a wonderful accomplishment, worthy of our great Organization, and urge every member of this Association to obtain this Library, as they cannot afford to be without it."

(Signed) Albert W. Finlay, President

From the Executive Council

"The Executive Council of the United Typothetae & Franklin Clubs of America is glad to record its appreciation and approval of the Typographic Technical Series, compiled under the auspices of the Committee on Apprentices. Every member of this Organization should possess it."

(Signed) C. D. Traphagen, First Vice Pres. & Chairman

From National Conference Board on Training of Apprentices

"Speaking for the Conference Board on Training of Apprentices, which is composed of five of the leading National trade-bodies in the United States, I wish to say that your Typographic Technical Series, as outlined and exhibited before our Board, is a great forward step in the field of trade training and I cannot commend it too highly."

(Signed) Magnus W. Alexander

From A Leading Educator

"I think your plan and the lessons you are getting out for printing is the best solution yet given of the problem of vocational training."

(Signed) W. F. Book Chief of Vocational Division, Department of Public Instruction, State of Indiana

Cost to Produce

Although the Committee cannot at this time give any definite statement as to the ultimate cost which this great work will entail, it is, nevertheless, well within the range of truth to say that its cost will be in excess of \$40,000.00 for the first printing only. No expense is being spared to make these text-books the best that have ever been published upon the foregoing list of topics.

Purpose of This Advertisement

This advertisement is published at this time in order to gauge the demand for this great work so that the Committee may prepare sufficient copies to fill all orders. Some fifteen of the books are now in process of manufacture and the remaining manuscripts are being compiled. The actual printing, binding and shipment must be deferred until the work is otherwise all completed, but in the meantime it is extremely necessary that bona fide orders, accompanied by partial remittance, be received as quickly as possible so that the Committee may not be handicapped in the final stages of its work.

How Sold

The Committee has decided that it would be a mistake to sell these books otherwise than in full sets with case. These are not books for casual reading but an encyclopedia of specialized information—a complete kit of valuable tools, as it were, for daily use in the printshop. Each book dovetails with the others, thereby providing the Printer with a complete Library of facts and valuable data regarding almost every possible phase of the printing business and allied industries.

Price for Complete Library

The pre-publication price for the complete Library of 64 volumes, including pressed steel cabinet, all securely boxed is \$30.00. This special low price is for early acceptance only, all orders to be accompanied by a remittance of \$10.00, the balance (\$20.00) payable upon delivery.

How to Order

Send your name and address to Frederick W. Hamilton, National Apprentice Director, 20 Parmenter Street, Boston. State number of sets wanted, as large firms will find it to their advantage to order extra sets for their different departments. (One firm has indicated a desire for 15 sets.) State how you wish the books shipped. (Price is f. o. b. Boston.) Enclose check, money or express order at the rate of \$10.00 for each set ordered. An acknowledgment of your order and a receipt will be sent you at once, and due notice given before shipment is made.

What This Library Will be Worth to You

This Typographic Technical Series will be worth many hundreds of dollars to you. The Committee has not prepared these books as a publishing enterprise, but as the first step in the training of Printers' Apprentices and the raising of the standards of efficiency in the Printing Industry. The Committee has plans under consideration whereby every possessor of this Typographic Technical Series will be kept in active touch with a progressive system of teaching and development work—a plan that of itself will be worth many times the price paid for the books alone. As an Organization enterprise, compiled, edited and supervised by men whose services are not purchasable, but who have given their time liberally to the successful completion of this master work, it can be readily seen that no publishing enterprise could possibly produce this Library at anywhere near the very small sum which the Committee is enabled to furnish the books for.

A Great Work for Printers by Printers

This Typographic Technical Series is an U. T. & F. C. of A. enterprise—the result of energetic, intelligent Organization effort. It is a monumental achievement and has elicited the admiration and wonder of other important national trade bodies. Several of these organizations are already making plans to undertake a similar work for their industry—a compliment that speaks louder than any possible words.

Send Your Orders In At Once

The Committee and Editors are extremely anxious to bring out these books at the earliest possible time. To do this we need the active support of Printers and Newspaper Publishers generally. Every Printing Office, large or small, and every Newspaper Office should possess this Library. It will prove to be a large dividend earner—a most profitable investment. WE SOLICIT YOUR IMMEDIATE ORDER, accompanied by remittance of \$10.00 on account of special prepublication price. SEND IN YOUR ORDER TO-DAY!

Committee on Apprentices U. T. & F. C. A.

Direct all orders and inquiries to Frederick W. Hamilton, National Apprentice Director, 20 Parmenter Street, Boston. HENRY P. PORTER, Boston, Chairman E. LAWRENCE FELL, Philadelphia A. M. GLOSSBRENNER, Indianapolis J. CLYDE OSWALD, New York TOBY RUBOVITS, Chicago



A BATTERY OF SIX PROFIT-PRODUCING JOB PRESSES EQUIPPED WITH DOYLE-ALLEN INK DISTRIBUTORS

The Doyle-Allen Ink Distributor

HIS profit-producing attachment will increase the capacity of your job presses for larger work, and improve the quality of all job work generally. It overcomes the streaking, and does away with double rolling of heavy forms.

THE DOYLE-ALLEN Ink Distributor is the only distributor for job presses on which the vibrating roller is positively driven by gears in combination with a rack at side of press. The experience of that it not only saves time and For Sale by All Leading Supply Houses Britton & Doyle

material, but also produces cleaner and better results on all work. Send for samples of work and booklet.

There are some seven hundred DOYLE-ALLEN Ink Distributors in operation in approximately five hundred plants. This shows that a large percentage of our business has been repeat orders, and practical printers, who are now using it, proves that there is real merit in this device. Have your

job presses equipped with DOYLE-ALLEN Ink Distributors if you want them to produce better and more profitable work.

SINCE 1837

QUALITY FIRST

Paper Trimming Knives

Press Room Efficiency Appliances

202 CAXTON BUILDING CLEVELAND



Prices for Printing

are so low that if the printer expects to make a cent he must economize, and there is one big way to do this; not by buying cheap knives, but buy those that will last longer. We will guarantee that WHITE knives will.

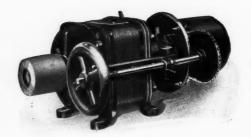
Ask Our Agents or Write Us. NOW.

THE L. & I. J. WHITE COMPANY

33 Columbia Street, BUFFALO, N. Y.

We have a new

Adjustable Speed, Alternating Current



(SEND FOR DESCRIPTIVE CIRCULAR)

designed for taking care of varying loads—for use on your linotypes, cutters, stitchers, folders and other printing office machinery.



At the same time KIMB

Variable Speed, Alternating Current

PRINTING PRESS MOTORS

for cylinders and jobbers. Motors that give such easy and accurate speedcontrol that spoilage is decreased and output increased.

It will pay you to "Kimbleize" your shop this summer, in preparation for the rush of business that now seems certain this fall and winter.

Let us figure on your needs - whether for a whole shop equipment or only one machine.

KIMBLE ELECTRIC COMPANY

635 N. Western Ave., CHICAGO, ILL.

Try This Idea On Your Trade

No. 6% Regular Envelope



No. 6 Return Envelope

TOTICE cut of motor (or any other product) run in a tint on the address space of the regular envelope, and repeated in the same place on the return envelope, except with the manufacturer's name printed over it in the darker color. Neat, mighty attractive and a two-color run for you instead of the usual one-color idealess envelopes generally used.

Suggest the same idea to your likely customers and you'll find they'll like it. You've got cuts of theirs on hand. Just proof or paste up a dummy and show them the extra advertising attractiveness it gives to their correspondence. You'll pick up an order.

Print in the flat, before making up. See "Service Book" for running both sizes as one job, or write to us for special suggestions on how to make the right money out of this.

Come on! Join the progressive printers to-day.

This "W." notched under flap, marks envelopes of our manufacture



Western States Envelope Co.

Dept. N. Milwaukee Independent Manufacturers of Guaranteed "Sure Stick" Envelopes for Printers & Lithographers

"WE PROTECT THE TRADE"



Use the Star Stick

The Star Stick feels easy to the hand, and is light in weight.
The Star Stick is quickly adjusted, always gives accurate measure, and can not be sprung by tight spacing.

The Star Stick has more capacity than others, saves time, and will pay its own cost several times each year.

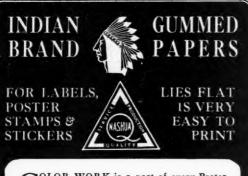
The Star Stick means better composition, more efficient results, joy to everybody.

Use the Star Stick

ON SALE BY SUPPLY HOUSES GENERALLY

STAR TOOL MFG. CO.

SPRINGFIELD, OHIO, U.S.A.



OLOR WORK is a part of every Poster Stamp job—so is a gummed surface. Printers avoid the troubles connected with the latter, and secure the best results in the former, by the use of Indian Brand No-Curl Gummed Paper. Made for the purpose, from the finest imported esparto stock, Indian Brand carries a smooth printing surface—a necessity to the success of color printing. A special process of manipulation after gumming takes the curl out of Indian Brand. Perfect packaging makes it proof against moisture in transit.

Large Sample Test Sheets Sent to Any Printer.

Buy by the Brand

Nashua Gummed and Coated Paper Company

Nashua, N. H.



BOOKKEEPERS enter their records in books to preserve their records. It's just as important to preserve their books.

There's a nation-wide market for

Brown's Linen Ledger Paper

—the paper that defies time—the paper that never weakens or yellows from age or exposure.

Unsurpassed for printing, ruling, writing and erasing qualities.

Brown's is the universal standard. Specify its use for particular purposes.

Write for Samples.

L. L. BROWN PAPER CO. Est. 1850 ADAMS, MASS., U. S. A.

LILBROWN TO PAPER CO.
LINEN LEDGER

Reduce Costs by Increasing Output



Diamond Power Cutte with Motor $E^{\rm VERY}$ printer is trying to secure a greater ratio of profit to cost. The one sure way to reduce cost is to buy machinery that will increase output. In this connection, the

Diamond Power Paper Cutter

is accomplishing wonderful results. It has a speed of twentyfour cuts per minute. It has every modern convenience to enable the operator to quickly and accurately gauge stock. It has reserve power which you can depend upon to meet the most severe requirements. It is the latest power cutter designed by any builder, and, in its construction and equipment, it represents the ripe experience of a third of a century applied to the needs of the present time.

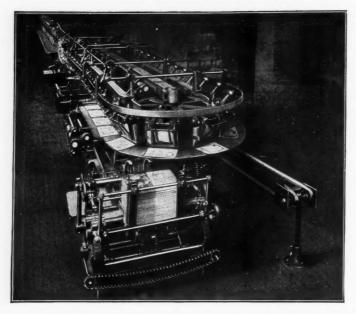
The Diamond is the cutter with the worm-gear drive, latest improved friction clutch with Hyatt roller bearing, patented quadruple geared back gauge, etc.

[Sold and guaranteed by typefounders and dealers in all principal cities. Write for catalog.]

The Challenge Machinery Company

Grand Haven, Mich., U.S.A.

Salesroom, 124 South Fifth Avenue, Chicago



The Juengst Gatherer Gatherer-Stitcher Gatherer-StitcherCoverer

Gatherer-Stitcher-Binder

Product—

A gathered book,

A gathered, stitched or

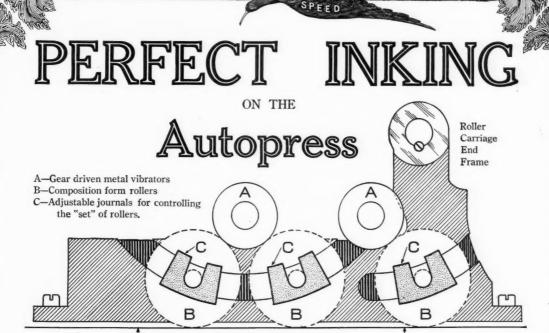
A gathered, stitched and covered book

or_

A gathered, wireless (or perfect), bound book.

All from the same machine. Producing at least 3,000 per hour. Descriptive booklets on request.

GEO. JUENGST & SONS, Croton Falls, New York WE HAVE NO AGENTS



OF

FORM

ERTAIN fundamental conditions are imperative in order to secure perfect inking of type and cuts.

SURFACE

First—Rollers must be driven at correct surface speed. When rollers derive their motion from the form, the rollers are often cut or torn and type and cuts tend to fill up especially on the edges of the form.

Second—The pressure of the rollers on the form must be just right. As rollers are very susceptible to atmospheric changes, these results can be secured only on presses so designed that the rollers can be set so as to rest on the form with the right pressure, regardless of fluctuations in their diameter.

Third—The rollers must present an evenly inked surface to every portion of the form. If there are no rider rollers on the form rollers they will present only a partially inked surface to the form after their first complete revolution.

THE AUTOPRESS has ALL of these features of perfect inking.

Above we show a view of one end of the Autopress Roller Carriage.

Each roller is driven by surface contact with vibrators AA. These are driven by accurate gears deriving their movement from the motion of the bed itself. These vibrators have not only a revolving but also a lateral motion,

There can be no drag of the rollers on any part of the form.

Each of the roller journals CCC is mounted in a slot of correct geometrical curve, permitting of quickly and easily giving exactly the roller pressure required and with sufficient latitude to provide for a variation of one-eighth of an inch in diameter of the rollers.

The vibrators of course renew the inking surface of the rollers at each revolution.

Write us for descriptive literature giving other interesting features.

American Autopress Cmpany

(INCORPORATED)

110-112 West Fortieth Street, NEW YORK CITY

CHICAGO 431 S. Dearborn St. SAN FRANCISCO Phelan Building PHILADELPHIA 1011 Chestnut St. RICHMOND, VA. 16 N. 14th St.

The True State
of Affairs

Newspaper reports on the color situation are apt to confuse the printer. In so far as we ink makers, who are constantly in touch with market conditions, can see, reds are getting more scarce as time goes on. There seems to be no limit to the high prices we have to pay for them. Bronze and milori blues are fairly plentiful—fairly high in price. Aniline blues are high and scarce. Most of the dyes reported as being received from foreign ports are for textile dyeing, and not adapted for the ink maker's needs at all. The average ink maker is resourceful. The printer will be best served by a little extra confidence in his ink man at the present time.

Sinclair & Valentine Company

Main Office and Factory:

603-611 West 129th Street, New York City

BRANCHES:

BOSTON, MASS.

PHILADELPHIA, PA.
CLEVELAPHIA, PA.
CLEVELAPHIA, PA.
CLEVELAPHIA, PA.
CHICAGO, ILL
BRANCHES, MD.

PRINTERS

can not fail to appreciate the immense saving obtained in every direction, as well as the infinitely greater satisfaction given to customers, when supplying labels made with

NON-CURLING

We make these Non-curling Gummed Papers in every conceivable variety of quality of paper and gumming, and have agents distributing them in every large city in the country. Write for Samples.



Established in England 1811

WAVERLY PARK, N. J.

Roberts Numbering Machine Company

696-710 Jamaica Avenue, Brooklyn, N. Y.

For General Jobwork



12345Facsimile Impression

Size 11/2 x 15/6 inches. UNEQUALED RESULTS MAXIMUM ECONOMY

NO SCREWS To number either forward or backward. FULLY GUARANTEED Send for illustrated catalog and prices

In stock and for sale by all branches of the American Type Founders Co. and all Type Founders.

New Model 69

Made in 7 Different Styles of Figures and with a Ca-pacity from 4 to 8 Wheels.



One hour and a half nearer meeting your electrotype demands

THIS is made possible by the new patented process we have recently installed in our plant for making the shell.

By this new process we are enabled to deliver a finished electrotype one hour and thirty minutes quicker than any one else, and this extra hour and thirty minutes, added to our already quick service, makes us <u>your</u> logical electrotyper.

Remember that quality and price are the same as before—they can not be beaten.

DINSE, PAGE & CO.

Electrotypes, Nickeltypes and Stereotypes 725-733 South La Salle St., Chicago Telephone, Harrison 7185

The Miller Saw-Trimmer

Put the best printer in your plant on this machine, and he will show you

that it pays bigger dividends than any machine of its size, price or weight.

Nine cut forms out of ten that go to press in your plant carry from \$1.00 to \$5.00 worth of hidden profits—just for lack of a Miller Saw equipment.

Shipped on 30 days' trial. Try it out in August—you'll need it in September.

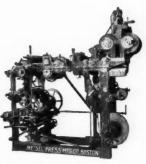


Miller Saw-Trimmer with Router and Jig-Saw Attachment

Miller Saw-Trimmer Company
Point Building, Pittsburgh, Pa.

Buy MEISEL PRESSES

For
Large
Finished
Products
and
Outputs



Printing



Tickets Labels Sales Books Bills of Lading

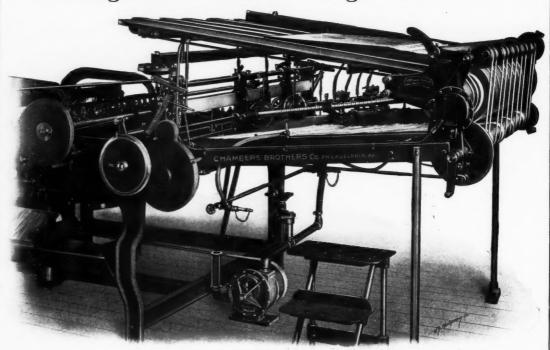
Waxed, Gummed and Parchment Papers

MEISEL PRESS MFG. CO.

944-948 DORCHESTER AVENUE BOSTON, MASS.

The Chambers Folders

The King Continuous Combing-Wheel Feeders



A remarkably simple, open and easily accessible paper-feeding machine. Great flexibility. Few adjustments. Designed expressly for folding-machine use; built in the same shop where the combined machines are coupled and tested as one unit.

One Grade Throughout—the Best Only

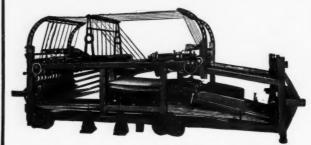
CHAMBERS BROTHERS COMPANY

PHILADELPHIA, 52nd and Media Streets CHICAGO, 549 West Washington Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.

SMYTH-HORNE, Ltd., 19 Cursitor St., Chancery Lane, London, Eng.

This Low-Deck, Two-Side Ruling Machine



is for both striking and feint-line-can be changed from striker to feint-liner quickly - a most complete proposition.

Note illustration showing details of construction. Unlike others, any make self-feeder can be attached.

Write for our new illustrated catalogue and price-list.

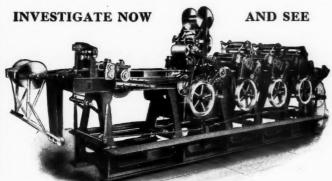
F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.

Increase Your Profits

You Can Do This with a

NEW ERA MULTI-PROCESS PRESS



FASTEST FLAT-BED PRESS ON THE MARKET

Can be Assembled to Print in ANY NUMBER of COLORS on ONE or BOTH SIDES of Stock

Uses Flat Plates or Type

Automatic Roll Feed

Rigid Impression Easy Make-Ready

Splendid Distribution

Great Variety of Operations

ONCE THROUGH THE PRESS **COMPLETES JOB**

Prompt Deliveries of Work Mean Pleased Customers

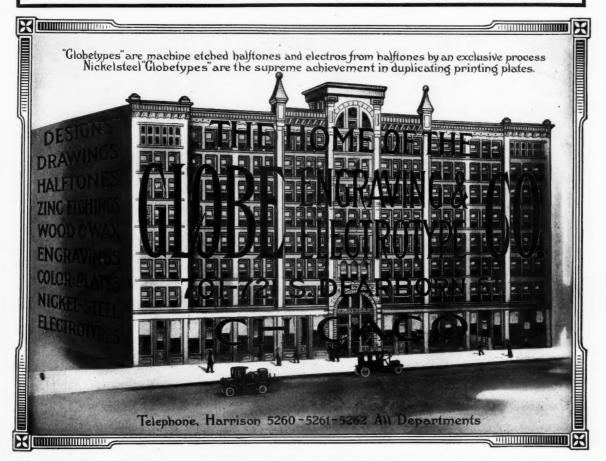
This press has standard sections to print three colors on the face and one on the back of the stock, and slitters, punch head and rewind.

Send us to-day samples of your multicolor or difficult operation work and let us show you how economically they can be produced on the New Era Multi-Process Press.

Built by The Regina Company High-Grade Specialties

217 Marbridge Building. 47 West Thirty-Fourth Street, New York City

Manufacturers of





Are You Satisfied?

How about YOUR Stapler—does it give satisfaction? If not—suppose you investigate our

> ACME BINDER No. 6

The Aeme is known for its high-class work and is a favorite with employees in the bindery. Its smooth, perfectly running operation appeals to the careful buyer who is on the market for satisfactory stapling machines.

For sale by printers' supply houses throughout the United States.

The Acme Staple Machine Co., Ltd.

1643-47 Haddon Avenue, Camden, N. J. Progress Typewriter Supply Co.,Ltd., London, England, European Agent

IDEAL GUARANTEED FLAT

has taken the horrors out of printing on gummed paper

No printer need fear to take a gummed paper job if he can get "Ideal" stock.

--- He can handle it as easily as any paper.

 He can print it on any kind of press flat-bed or cylinder, letterpress or lithograph.

 He can print it in any number of colors from dissected or process plates, and register them.

Ideal Guaranteed Flat is guaranteed to be flat and to stay flat before, during and after printing. Send to one of our offices for samples. Are you sure you are not passing up some gummed paper printing you could get?

IDEAL COATED PAPER CO. Factory: Brookfield, Mass.

NEW YORK OFFICE 150 Nassau Street CINCINNATI OFFICE 601 Provident Bank Bldg. CHICAGO OFFICE 2162-3 Transportation Bldg.

Charles Hellmuth

AGENT FOR

KAST & EHINGER

KASI & EIIINGER

PRINTING AND LITHOGRAPHIC

INKS

DRY COLORS, VARNISHES

WORLD'S STANDARD 3 AND 4 COLOR PROCESS INKS

SPECIAL OFFSET INKS

NEW YORK: 154-6-8 West Eighteenth Street CHICAGO: 536-8 South Clark Street

QUALITY

Service—Price

A Combination Impossible to Beat

"Satin Finish" Copper and Zinc



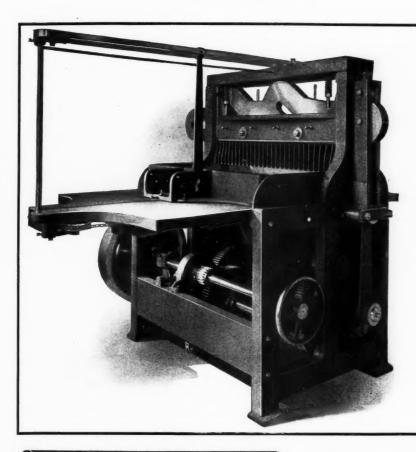
All Engraver's Supplies

We guarantee our Copper and Zinc to be free of any foreign substances due to the fact that they are both scientifically tested in our factory.

The American Steel & Copper Plate Co.
101 to 111 Fairmount Ave., Jersey City, N. J.

BRANCHES AND WAREHOUSES

610 Federal St. 116 Nassau St. Chicago, Ill. New York City 3 Pemberton Row London, E.C., Eng.



"New Acme" Cutter

TRIPLE - GEARED

Sizes 34, 38, 42, 46 and 50 in.

¶An extremely rapid and accurate cutting machine, designed to meet the requirements of the most exacting.

¶Circular with full information and prices on application.

Child Acme Cutter and Press Company DOVER, N. H.

BOSTON: 184 Summer Street NEW YORK: 261 Broadway

Agents in Canada: Miller & Richard Toronto and Winnipeg.



FOLDWELL COATED BOOK Best for Hangers

If you want your window cards, store hangers and office display sheets to have perpetual sales value you must use efficient paper stock as a basis.

Foldwell Coated Book reproduces detail, beauty and efficiency, and will not break or crack, nor will it discolor even though it hangs for years in the sun or in dry or damp atmospheres.

Foldwell Coated Book is the only enamel cover-stock adapted for cards and hangers. You can print both sides in one or more colors—does not soil easily.

Send for the two tests.

CHICAGO PAPER CO.

801 South Fifth Ave., Chicago, Illinois



The First Commercially Successful Type of Automatic Electric Control

for industrial power purposes was the Monitor System. It is dependable. It has behind it the skill and experience of the engineers who designed the first time-element control, the first belt-driven control, and the first current control for industrial purposes.

The Monitor System



is applicable to any electrically-driven machinery. Monitor Alternating Current Controllers under the exacting conditions of A. C. give the same effective regulation as standard D. C. Apparatus. No juggling with rheostats. No throwing of switches. No blowing of fuses. SAFETY FIRST—and all the time—for man, motor and machinery.

"Just Press a Button"

to start, stop, lock, reverse, retard or accelerate. The Monitor Controller is used in every class of service from the Torpedo Boat Destroyers of the U.S. Navy to the largest machine tools in existence. Built in a wide variety of types and sizes. Look into this. Send for bulletins.

Monitor Controller Company III South Gay Street, Baltimore

NEW YORK

PHILADELPHIA

BOSTON

CHICAGO



It's In the Make

Ample machine facilities is a good talking point for business, but the character of product depends upon the knowing how to "do things."

Perfect Made Plates Save Money in the Pressroom

We use extra heavy shell plates, which means long and perfect service. Too little attention is paid to the *shell* feature of the average electrotype.

When once you try our extra heavy shell, you will use no other.

OUR LEAD MOULDING PROCESS is a dependable method of obtaining perfect reproduction and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

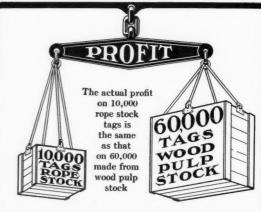
Our Entire Plant Is Fully Equipped

with new and modern machinery, and in the hands of expert workmen.

Phone Franklin 2264. Automatic 53753 We will call for your business.

American Electrotype Company

24-30 South Clinton Street, Chicago



When you print them, your press work, ink and overhead cost is the same per 1000, whether the tag is of good or poor stock.

We suggest that you sell

Dennison

"P" Quality All Rope Tags

making more profit yourself and giving your customer better value for his money.

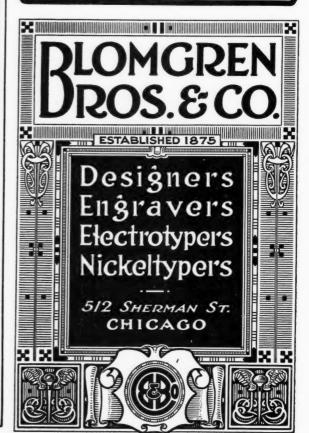
Dennison Manufacturing So.

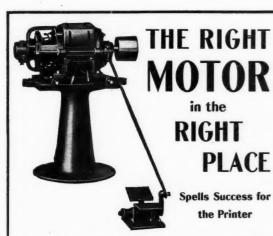
THE TAG MAKERS

London Chicago

New York

Philadelphia





Use the Sprague Electric variable speed Single Phase Motors to drive your job presses.

Put each Motor up on a Sprague Pedestal.

Get them out of the dirt.

Write for Exhibit Sheet No. 8304.



SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY Main Offices: 527-531 West 34th Street, NEW YORK, N. Y. Branch Offices in Principal Cities

Printers-

If you want to produce

Highest Quality **Printing**

at Least Cost

use

HUBER'S PRINTING INKS

732 Federal Street J. M. HUBER CHICAGO

JOHN MIEHLE, Jr., Mgr.

ST. LOUIS

BOSTON SAN FRANCISCO

PHILADELPHIA **OMAHA**

CINCINNATI

BALTIMORE



How About Those Improvements You Planned to Make This Summer?

Now is the time. Your customers are not howling for their work. When the rush comes next winter you will be ready and can make better delivery if you

Put In Westinghouse Motor Drive Now

Our power engineers have made a specialty of saving time in printing plants and can show you various ways of improving your plant efficiency.

Write our nearest office and ask for our representative to call.

Westinghouse Electric & Manufacturing Company

Sales Offices in All Large American Cities (



East Pittsburgh, Penna.

Lower Hour Cost

Are You Interested in a Lower Hour Cost, Greater Output, Less Waste, and Finer Product?

The American High Speed Tapeless Job Folder gives you the most efficient and complete bindery available.

It does all your folding, pays its installments, and leaves you a handsome profit besides.

Write for booklet "H" and "Costs." These costs are compiled by experts, they will interest and astonish you, regardless of your equipment.

The American Folding Machine Co. Warren, Ohio

Have an Expert Ink Man on Your Staff

This is the day of large printing jobs. Books run into big editions, and catalogs and booklets are printed at an expense of thousands of dollars. The financial risk is very often important. So delicate is the chemical adjustment between highgrade paper and ink that sometimes a job will be spoiled through no fault of the printer-only an expert could have foreseen what would happen. The knowledge and experience of our printing-ink specialists are at your service at all times. It will pay you to consult them.

New Specimen Book sent upon request.

The Jaenecke Printing Ink Co.

NEWARK, NEW JERSEY

Branch Offices in

NEW YORK ST. LOUIS

CHICAGO DETROIT

BALTIMORE

AND FROM JOBBERS EVERYWHERE

The Robert Dick Mailer



Read what one of the many users has to say. The Waco Times-Herald, Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.
Gentlemen,—I have been using your patent
mailer for five years with most satisfactory
results, and think it is the best and speediest
machine on the market to-day. My record
per hour is 6,500, which I think is the best
record in Texas. Would be pleased to have
you use this letter in any way you see fit,
Yours very truly, B. D. Geiser,
Yours have truly, B. D. Geiser,
Toreman Mailing Dept,
Manufactured in inch and half inch sizes

Manufactured in inch and half inch sizes from two to five inches.

ther information, address

Rev. Robert Dick Estate, Buffalo, New York

JAMES WHITE PAPER CO.



Registered U. S. Patent Office

carry in stock 234 items of BOOK and 1488 items of COVER Papers, and back them with good service.

219 W. MONROE STREET, CHICAGO

Turn Your Spare Time into Money

You're a practical printer. Why not cash in your experience by learning to write advertisements for small merchants who can not afford a regular ad.-

You can easily earn \$8 or \$10 a week extra this way. And maybe you can make a regular business of it and quit "typesticking" for good. Hundreds of other printers have done it. Why not YOU?

The International Correspondence Schools' Course in advertising is the shortest and surest route to advertising efficiency you can find. It tells you all you've got to know—nothing more—and tells it in the simplest manner possible.

Advertising Men Are in Demand

Good positions at high salaries are waiting for men who know how to plan, write and lay out effective advertisements. Merchants, manufacturers, mail-order houses and advertising agencies are constantly looking for trained men. I. C. S. graduates have exceptional opportunities to engage in practical work.

In a few minutes' time each day, and without interfering with your present work, you can learn to increase your income. You can quickly become a star ad.-compositor, learn to prepare effective catalogues, booklets and other printed matter, and equip yourself to engage in any branch of advertising work, from the preparation of a newspaper advertisement to the direction of a national advertising campaign.

You study when you please and where you please. You have no books to buy; the I. C. S. furnish all text-books, instruction papers, examination blanks and envelopes, and pay the postage to you. I. C. S. text-books on advertising constitute a complete reference library, representing the life experience of a staff of advertising experts.

Mark the Coupon — Mail It Now

Scores of printers have earned more money as a result of I. C. S. training in advertising. Why not let the I. C. S. help you, too? Now is the time to act. Every day you delay keeps you that much longer from your goal. Mark and keeps you that much longer from your goal. Mark and mail the coupon now, and the I. C. S. will tell you how you can enter the money-making profession of advertising in your spare time. It will cost you nothing to investigate. Clip and mail the coupon TO-DAY.

International Correspondence Schools Box 1207, Scranton, Pa.

Please send, without obligation to me, full description of your new and complete Advertising Course.

Street and No.

Quality Plus Service

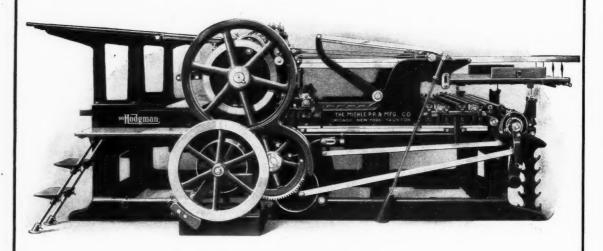
By the addition of THE HODGMAN TWO-REVOLUTION, FOUR-ROLLER PRESS to our well-known line of presses, much advantage accrues to all users of strictly high-grade machines.

With factories located in Chicago and Taunton, Mass., we are now in a position to render service to our patrons which can not be approached by other manufacturers of presses, and all purchasers of our presses participate in these advantages.

The purchase of a press is an investment of serious importance. We therefore ask your careful consideration of THE HODGMAN and your inquiry as to how this machine will meet your requirements.



Two-Revolution Four-Roller Press



Write for information to any of the addresses given below

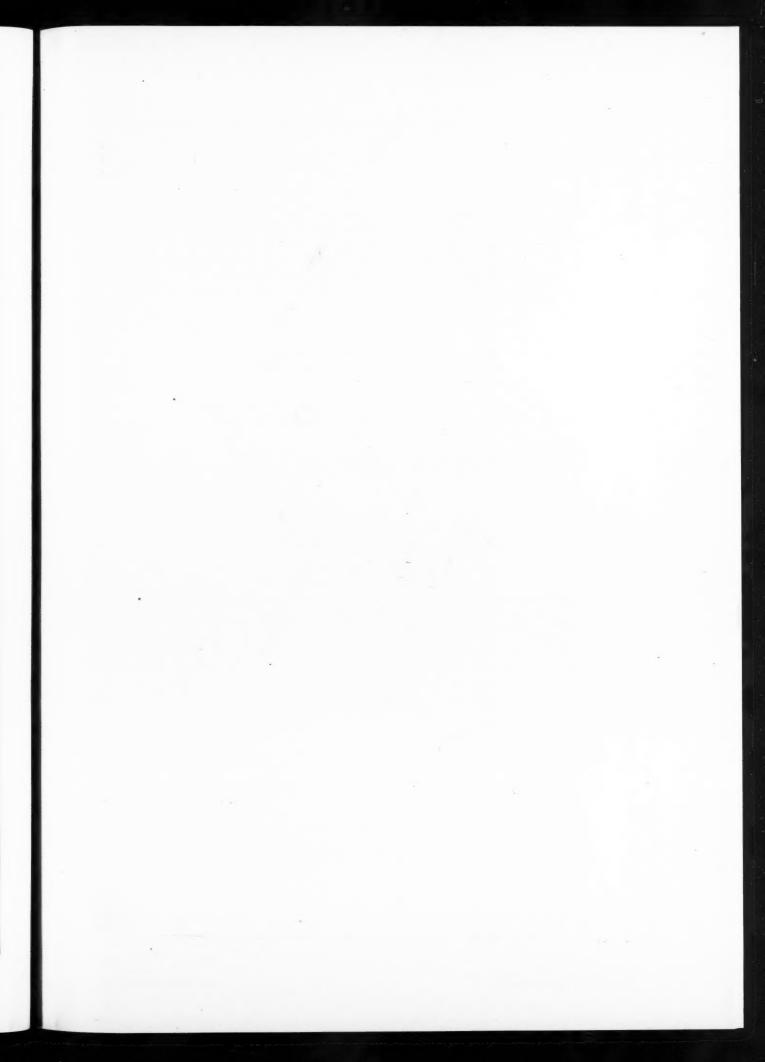
Miehle Printing Press & Manufacturing Company

Factories: Chicago, Illinois, and Taunton, Massachusetts Principal Office: Fourteenth and Robey Streets, Chicago

SALES OFFICES IN THE UNITED STATES

Portland, Oregon . . . 506 Manchester Building San Francisco, California . 401 Williams Building Atlanta, Georgia . Dodson Printers Supply Company Philadelphia, Pa . . Commonwealth Trust Building

DISTRIBUTORS FOR CANADA: Toronto Type Foundry Co., Ltd., Toronto, Canada



EMERGENCIES

Emergencies
do not often occur
when foresight
is bossing
the job





The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Industries

TERMS: United States and Canada, \$5,000 a year in advance. Foreign, \$5,50 a year.

Vol. 55

AUGUST, 1915

No. 5

Efficiency in the Small Shop

By HARRY HILLMAN

FFICIENCY has many angles, all of which must be taken into consideration before the height of that most desirable accomplishment is attained. Both the mental and the physical sides must of necessity be submitted to careful scruiny. The worker, in order to conserve his energy, and also to make himself of greater value to his employer, must train his mind to concentrate upon the work in hand, his eye to take in all details as quickly as possible, and his hands and body to do the work with the least effort and waste of motion. The employer must likewise train mind and body to secure personal efficiency, and must also provide for his employees the necessary material and equipment to enable them to do their work with the least amount of waste effort.

In the printing business to-day, as much if not more than in any other industry, efficiency to its fullest extent must be maintained in order to insure success. Not only in the large plant does this apply, but also in the small plant—and to every bit as great a degree. There has been, and is, too great a tendency on the part of owners of small shops to feel that efficiency is all right for the big fellow, but that it is not necessary for the little fellow to spend time and money studying ways and means and supplying devices and equipment to eliminate the waste effort in his plant. He generally figures that there is no such thing as waste effort in his establishment. No greater mistake can be made.

Then, too, the item of expense for cabinets and labor-saving devices looms up to a considerable degree before the small-shop proprietor. However, there are many ways in which this expense can be overcome, or at least kept at the minimum, through a little extra effort and planning.

It was the writer's privilege some time

While it might not be advisable for the owner of a large plant — or of a small plant in a large city, for that matter — to adopt methods such as those described herein, they will prove greatly to the advantage of the "little fellow," who makes up the great majority of the industry. In a large city there are many opportunities for spending time to greater value in seeking new business, and it will prove a more profitable investment to secure the equipment offered by the various supply houses rather than devote time to making what will undoubtedly be considered by some as makeshifts; but for those in small towns, with somewhat limited fields for new business, spare time, of which there is more or less, can be utilized with profit. Then, too, opportunities frequently arise for the small printer in the small town to have some piece of work, which might be too complicated for him to attempt himself, done in exchange for an advertisement in his paper or for some other time of printing.

First impressions, it is said, are lasting, and the first impression the writer received as he stood in front of the building devoted to the publishing of "The Normalite" will remain for some time at least — that it must be a pleasant place in which to spend one's working hours. While the building in no way differs from the general run of country printing—offices — that is, where built for and owned by the plant — except, perhaps, in the choice of a location, which is off the main street and so situated as to allow of plenty of light on all sides, one can not help but feel that it is different. There is an abundance of windows, arranged in groups with reference to the material, stands or machines placed near them, and each provided with a shade and a full-length screen. Shrubbery and Boston iny have been planted around the building, which, while not as yet at full growth, greatly enhance its appearance and in time will make it a place of beauty.

On entering the front door one is impressed with the neat and systematic arrangement of t

Having heard of the special equipment made for this office, we were particularly interested in seeing it. While these devices have been made by local workmen, they are finished to match the furniture furnished by the regular supply houses. The first thing shown us was the plan used for storing sorts, such as extra quads, spaces, figures, etc., which in most country plants are usually kept in cigar boxes. Four shelves are arranged so that they fit a space over the cut-cabinet. Tin cans, such as are used for certain brands of cigars, have been provided with labels stating the kind of material. The label also bears a number, which designates the location on the shelf, and this direct appeal, "Return to shelf when not in use." This sort-rack is very inexpensive and yet is serviceable and neat in appearance. Mr. Burner explained that he had held every position in a country office from devil to boss, and that while employed as the former he had taken a solemn vow that if he ever got to be boss he would change the equipment so that the devil would not have to spend his spare time picking up pi caused by cigar boxes going to pieces.

Our attention was next directed to the border-cabinet. Before describing it let us mention the piece of furniture on which it stood. After placing one cabinet in position, a small space, twenty-four inches in width, remained. A discarded case-rack was cut down to fit this space. The twelve slides are provided with letter-boards on which standing jobs are placed. When a form is placed on a letter-board a proof of the job bearing the number of the slide on which the form may be found is hung on a

the job bearing the number of the slide on which the form may be found is hung on a convenient hook. If it is necessary to look for a form the workman consults these proofs, saving the time that would be lost in hunting over the various standing jobs. Duplicate proofs are kept in the office in an ordinary bill file, and when a run from a standing form is ordered the location of the form is indicated on the job envelope. Time is considered as a salable commodity, and its squandering is guarded against as carefully as is the bank-account. On the lower-case brackets of this shortened rack is provided a working-bank which will accommodate a large-sized job-galley. This may be removed, giving access to a shelf on which extra leads and slugs are kept. Where the upper-case would rest a shelf has been placed which rises about a foot above the top edge of the working-bank. On this shelf stands the border-cabinet, which is also a specially built piece of furniture. It is one that any printer may provide at small expense. A cabinet has been made to hold twenty-four leader-boxes in two tiers. The construction is quite simple. Sheet-iron shelves, the width and length of leaderboxes furnished by the typefounders, have been fastened to upright pieces of lumber, which form the sides and center partition of the cabinet, thus forming pigeon-holes into which the leader-boxes are placed. Each box has a label holder and a pull. In these

On every hand we were impressed with the care that has been taken to prevent the losses of time which rob many a proprietor of his proper profits. The material is placed at the finger-ends of the workman, and in as convenient shape as possible.

boxes are kept the metal borders and leaders, and any box may be taken out without

disturbing the others.

On the opposite side of the job-alley are four cabinets. The one next the window is provided with a pair of case-brackets where cases may be placed when long takes are to be set. The second cabinet is provided with a Bettis working-bank, while on the upper brackets are two blank cases containing eight quarter rule-cases, thus placing every piece of rule within reach of the compositor. This same material formerly occupied six full-sized cases scattered all over the office. Many country printers have not yet learned the saving effected by using quarter rule-cases. The third cabinet has the lead and slug cases on its brackets.

In the north end of the alley stands a piece of furniture that resembles the turtle used in daily newspaper offices. For want of a better name it has been styled a "rolling stone that gathers moss." It is a job-stone on casters, and may be moved to any point in the alley where a stone is needed. On large advertisements and bills requiring stonework many steps are saved by moving the form to the type instead of the type to a distant stone, as is usually done in country offices. This piece of furniture was made from the two-thirds end of a discarded case-rack. The top is provided with a light-weight stone. The sides and back are paneled, stained and varnished to match the other furniture. On the slides beneath are blank cases for the storage of standing matter. These furnish sufficient weight to hold this piece of movable furniture in position when in use.

At the south side of the job alley, and in line with the cabinets, is the newspaper stone. Over the stone is a hanging make-up bank which holds all of the accessories used in the imposition of newspaper forms, such as leads, slugs, cut-off rules, etc. This bank consists of an inverted trough, each side being fitted with compartments for the material. On the under side of the trough are electric lights which focus their light directly on the forms. Many steps are saved in the making up of newspaper forms, and, besides, the forms are kept free from the material that is so often seen strewn over them while being imposed.

Every piece of the equipment — not only the linotype, presses and cutter, but also the cabinets — is provided with a khaki cover and is kept covered when not in use, and the saving of time has been considered even in the handling of these covers. The cabinet covers are on spring curtain-rollers which are fastened to supports at the backs of the cabinets above the cases, permitting of the raising or lowering of the covers without loss of time, and keeping them always at hand when wanted. Foolishness, some may remark; but not so when it is considered that the time required for dusting can be used to better advantage on other work, and also that a collection of dust helps to shorten the life of machinery.

As to the handling of galleys, the Savage system has been modified to meet the requirements of the office. Galley-cabinets are used exclusively, and are placed so as to eliminate all unnecessary steps. Within convenient reach of the linotype is the galley dump, which was made out of a discarded case-rack. The top of this galley dump is flat, while below are shelves where the galleys are placed while awaiting proving. As soon as the proof is taken the galley is placed in a numbered cabinet and the proof given the number of the slide on which the galley has been placed. The proof-press and ink-stone are located adjacent to this cabinet, and not scattered in different places over the shop as is so often the case.

When the galley is corrected a revise is taken and the galley placed in a cabinet beneath the stone where, later, the type will be used. The revised proof also is numbered to correspond with the slide on which the galley is placed. Under this system every galley in the shop — and there are at times more than one hundred filled with type — is in a known place, and any workman can get any galley without loss of time.

Two of the imposing-tables were somewhat of a revelation and demonstrated what ingenuity can do toward utilizing discarded material. Both of these tables have iron tops—the bed and platen of a worn-out Washington proof-press—with galley-cabinets built in beneath.

Just back of the hand-composing section, and at the north side of the room, stands the linotype. This does not stand at right angles with the wall, but is so placed that the light from the window strikes the copy and keyboard from the left side of the operator,

and that individual is not in his own light. The floor around the machine is covered with zinc, which is turned up around the feet instead of being slipped under them—another time-saver, as it prevents the shavings packing under the machine and makes the cleaning of the floor an easier and quicker task.

On the mould side of the machine stands a work-bench for the machine-man. Here, again, an old case-rack has been used. The office at one time had case-racks, but when cabinets were put in, all of the discarded racks were used in the building of special equipment. Mr. Burner claims that no office can afford to use case-racks for storing of type, as twice the space is required as when cabinets are used, making it necessary for the workmen to squander time in getting at the type.

The work-bench for the machine-man is provided with a set of drawers in which are kept the repairs, inters, matrices and tools. Ejector-bades are kept in a partitioned case on the side of the bench. We could not refrain from smiling at the way in which the output of the machine-man is provided with a set of drawers in which are kept the repairs, inters, matrices and tools. Ejector-bades are kept in a partitioned case on the side of the bench. We could not refrain from smiling at the way in which the output of the machine-room is the pressroom. This is one step lower than the rest of the room and has a concrete floor. On the south side stands the cylinder press, the delivery-board extending over the floor of the composing section. Directly in front of the press is a large table for laying out the printed sheets, interlocking drying-racks being used.

On the north side of the room are the two job-presses. Between them stands the job-presses is a large table for laying out the printed sheets, interlocking drying-racks being used.

On the north side of the room are the two job-presses is considered to the secure of the scale of the secure of the scale of the cabinet is divided into two closed compartments, one for clean rage and the other fo

5) (1000 p. 1000 p. 10

different. He also states that while it required considerable time the results are now being realized in a larger output with a shorter working day and the same pay-roll.

In a recent letter to the writer Mr. Burner said, "country printers should study efficiency—it is their easiest road to greater profits. I may be wrong, but I believe more country publishers lose their profits in poor arrangement than in any other way. I have experienced such a change from Saturday night with the help half paid to Saturday night with the boss on the full pay-roll, I can not help wishing my brother publishers could experience it also."

What has been accomplished in this one shop can be done by the proprietor of any country shop without a great financial outlay, and the results will certainly justify whatever time and money are required.

No. II.—By F. HORACE TEALL

In a former article with this title, begun with the intention of a general review of the whole subject, practically nothing was said of any phase of it except punctuation, and even that was inadequately considered. So much is necessary for any sort of satisfaction that it is simply impossible to say it in few words. And punctuation is worthy of serious stention, especially sat its intrinsically very simple when properly understood, and more especially because it is generally improperly misunderstood or woeffully neglected.

One serious obstacle in the way of proper understanding is neglect of definitive classifying clarity, as shown in a magazine article that professed to treat of punctuation only, but actually dealt mainly with the subject of capitalizing. Punctuation is absolutely nothing but pointing, the use (and also the non-use) of points to separate sentences and parts of sentences. The word is confined in these writings to the pointing of language by the use of commas, semicolons, colons, periods, interrogation-marks, and exchamation-marks. Even the use of hyphens and reference-marks is excluded. But this and some other restrictions are not made as attempts

An apparently irremovable stumbling-block in the way of some earnest students is the fact that those who are really systematic are not agreed upon any one complete system. Scholarly men, even those who would agree on all points of principle, differ in practice so noticeably that men of less scholarly mentality can perceive only the disagreement in form, and are at a loss to account for it. There is a continual demand for information as to which of two ways is right, which is not satisfied without positive decision that one is right and the other wrong, in cases where nobody can make such a decision truthfully. And this is a universal condition, not peculiar to the matter in hand. It is a condition, not a theory, that must be dealt with as occasion arises. Evidently, the profreader must often accept decisions by authors and editors that differ radically from his own choice, and even when he knows, as he may in some cases, that the decision involves absolute error.

An example of this has just occurred in the writer's daily work as proofreader. In reading a large index he found an entry "caraboa," and unhesitatingly corrected it to "caraboa" on a proof which was sent to the author, who canceled the correction, stetting "caraboa." The proofreader had learned that it does not pay to fight too strenuously even for the right, so the error remained, notwithstanding the absolute fact that there is no such thing as a caraboa. Of course this is not an instance of varying style, but it is an instance showing perverse ignorance of a not uncommon sort where the only possible procedure was to grin and bear it. Do thou likewise when thou must, but not if there is any way out.

Very much of the had punctuation in current print arises from the grossly increased demand that proofreaders shall not make avoidable work in correcting. Commercially such demand is not only justifiable, but economically inevible. It its not a new demand, but is much more strictly enforced than formerly. It has a very unfortunate effect with regard to t

ber as expressed with equal clearness in any other book. It is that of careful and even meticulous attention to punctuation in the act of writing. It can not be urged too strongly that the necessary points should be held to be integral factors in original production, only slightly less important than the written words. In fact, the greatest hindrance known to his own facility in composition is the fact that he will not write a sentence without every point is should have, of course according to his own perception of the need.

A detailed review of differences not only allowable, but between which no absolute choice as right or wrong can be made, is to follow in later papers. Here we must be content to note one matter of difficulty in the printing-office. In a large establishment, probably similar to others in such matters, orders are made out for each book, one item in which is punctuation, regular." Who knows whether it should be regular as determined by some one person or according to some other? As a matter of fact, the actual occurrence was that the operators followed the copy, which was saddy irregular, and the proofreader did not dare to make it really correct, except in a few indisputable particulars, and even there he could only indicate corrections for the customer's decision as to whether he would pay for them. Such an order is not fair to proofreaders under present conditions, because it leaves them without any fixed line of practice. If one should make any sort of regularity by marking the proofs he would be accused of editing, which is strongly objected to.

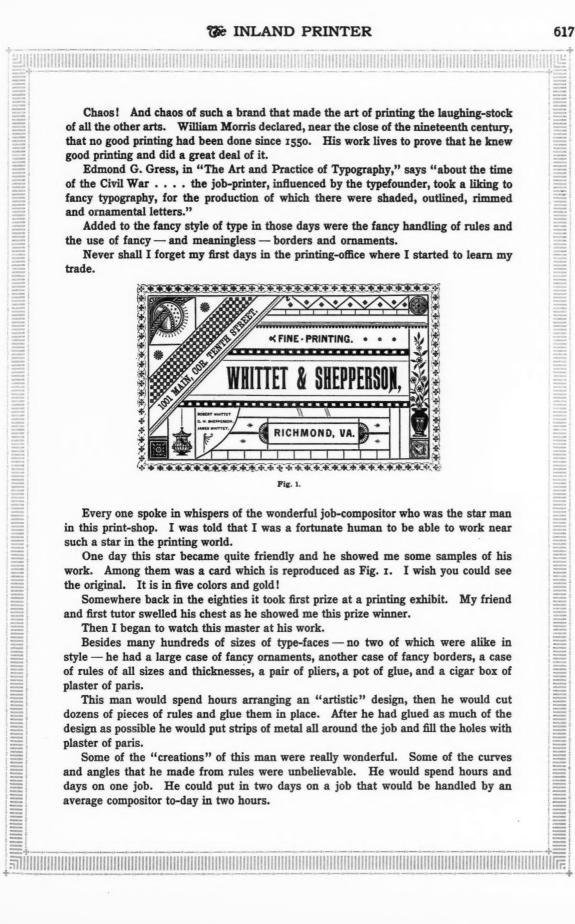
Some Styles of Typography That Have Been Discarded—And Why

By GILBERT P. FARRAR

HAVE been asked quite often to say something about "where styles of typography came from and what they will be next."

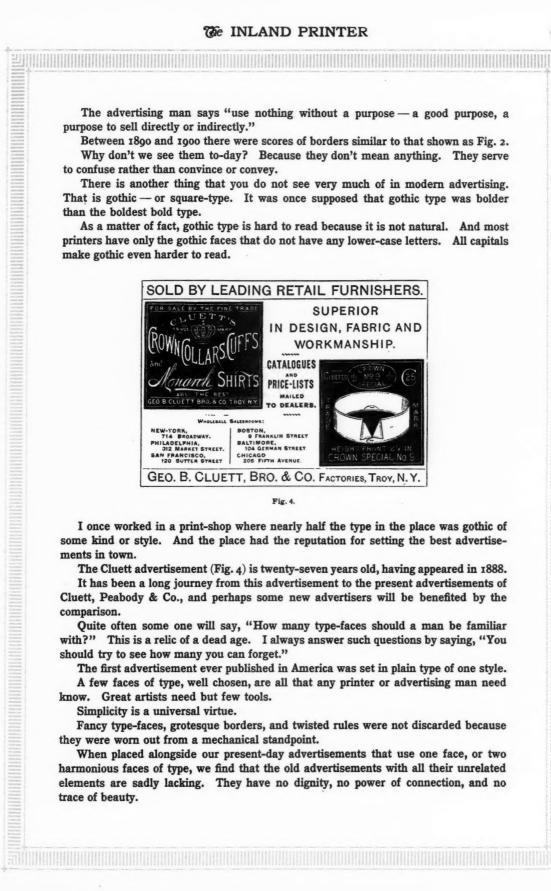
What they will be next is a large question. Where they came from should at least be interesting. Volumes have been written on this past history. Let's try to pick some of this history and leave the rest.

The first printers had one style of type on









It is said that events move in circles. If this is the case with type-faces then I have a parting message for the man who is always trying to get something different: "Watch your step. Don't be too different. Don't have too many unrelated elements in your advertisement."

The first printer could not afford to buy more than one style of type as it was made by hand in those days. Modern advertisers can not afford to use more than one or two styles of type because they are dealing with the same human nature that pronounced some of the books printed by the first printers as immortal. Human nature changes but little in the main.

Office Clerk Problems—Relations with the Salesman

By CHARLES FRIED



E all welcome ideas and suggestions when they are offered in a tactful and coöperative spirit and not with an air of superior intelligence and authority, for coöperation is the keynote of business success to-day—coöperation between each and every employee from the position of office boy to the position of head of department—and without it an otherwise smooth-running and machine-like system results in a system of perpetual disagreements and quarrels.

The two personages in the printing-office to whom the idea of cooperation is of paramount importance are the salesman and the office clerk. Their work, as will readily be seen, is so closely affiliated that relations between them should be of the most cordial nature. The salesman gets the orders for the printing, and, excepting in special cases where he is requested to look after the different operations, including the final delivery, he generally leaves the matter of the final arrangements and adjustment of the job in the hands of the office clerk, who, through previous training, should be well qualified to handle this end of the work efficiently. The salesman's one desire is to please the customer in every particular, and he realizes that the only way he can do this is by the cooperation of all through whose hands the job passes during the regular routine. Upon the office clerk, as the one who generally is called upon to use his own discretion in various matters after the completion of the job, and especially in cases involving in any way the reputation of the firm, rests the responsibility of meeting the demands of the salesman with special reference to his relations with and treatment of customers.

I recently engaged in conversation with a salesman of a large printing concern, who complained bitterly of the lack of cooperation on the part of clerks in the office toward furthering the mutual feeling he has created between himself and the customer. After going to considerable expense in securing difficult jobs, he declared, he was severely handicapped by the manner in which they were handled upon reaching the office. Promises for delivery were not kept, and concessions made by the salesman as extra inducements for securing the jobs were not properly executed. Customers are peculiarly sensitive to the proprieties of good business on the part of the salesman, and should the latter at any time show a weak spot in his methods, then business with the

particular customer might as well be considered at an end. The majority of salesmen are apprehensive of the dangers of weak business methods, and where this is due to the errors or failings of the office force they must be immediately adjusted.

The office clerk's problems sometimes reach a degree where a suggestion is cordially invited, and, by virtue of his relation with the salesman as outlined, he should always be open to suggestions, and when necessary, to criticism, from the latter. He should look upon it not as a mandate of authority but as advice given in a cooperative spirit to their mutual benefit.

The degree of intimacy and confidence to be exercised by the salesman in his relations with the clerk should be governed entirely by the individual cases involved, and regulated by the nature and qualities of the latter. Many salesmen are quick to realize the benefits to be derived by confiding in the office clerk, while others find it necessary to restrict their relations to generalities only. I happen to know of one printing-office salesman whose relations with the clerk were of such an intimate nature that many matters, which by the average clerk would be considered absolutely confidential, were discussed, because the salesman realized that by frank discussion with the clerk he was not only benefiting the latter by increasing his knowledge of details, and thus preparing him for an emergency, but was also aware of the fact that he was creating a relationship between himself and the clerk which under ordinary circumstances could not help but produce satisfactory results.

There are many alseamen who, for no apparent reason, seldom seek the cooperation of the clerk or offer any encouragement when the latter exercises extreme care in protecting the interests of the salesman in so far as relations with customers, greatly handicaps the clerk to the extent of losing his individuality and self-confidence—the two important assets to success in any line. If, however, by mutual agreement it is decided that the sal

Value of the Preparation of Copy

By FRANK A KIDD

OES preparation of copy pay? Is it a mere craft whim, a nicety to be accepted or discarded as taste may dictate, or does it increase output, perfect the printed page, and put money in the pocket? An investigation of this subject, made by the writer for the Government, covering twenty-six of the principal cities of the country, shows the methods employed in one hundred and seventy-five leading printing establishments. Fewer than one-half of the firms visited handle copy in a time-saving manner, but the successful printer, almost without exception, gives as close attention to the editing of copy as to the rendering of accounts.

Distinct advantages are secured by a proper preparation of copy, the estimated saving in time and elimination of error—a supreme consideration in the product of the press—ranging from ten per cent, the lowest, to fifty per cent. Midway between these extremes, perhaps, lies the result that would come to the average office from intelligent marking of manuscripts for machine operators.

Of the establishments visited twenty-four prepare copy perfectly, indicating every deviation desired in syntax, orthography, capitalization, punctuation, etc.; seventeen give copy partial preparation, requiring compositors and readers to bring the print to the style preferred; fifteen edit copy imperfectly to conform in a measure to an "office style" and mark it "follow"; the others send copy to the compositors or machines without any preparation whatever, readers in many instances being cautioned to mark for style sparingly.

As illustrative of the money-aaving resulting from proper editing of printer's copy, the statements of managers of establishments typical of three branches of the publishing business are summarized, the names of the firms, for obvious reasons, not being disclosed.

Scientific and Technical

A highly specialized office in Philadelphia, the principal output being medical books and scientific and technical works:

Copy is prepared perfectl

written copy is transcribed on a typewriter. "We find it much the better plan to prepare copy precisely as it is required to be printed—cheaper, more satisfactory, greater product, fewer final errors."

A firm printing periodicals of medium grade, such as "Smart Set," etc.:

Preparation of copy is complete on all work as to capitalization, figures, orthography and punctuation. There is a reduction of thirty per cent in proof corrections, a large saving in reading, revising and correcting, and an increased output of 5,000 ems per operator per day.

The well-known De Vinne Company:

Copy given closest possible preparation. A careful estimate of advantages indicates twenty-five per cent increased efficiency, and perfect printing.

General Book Publishers

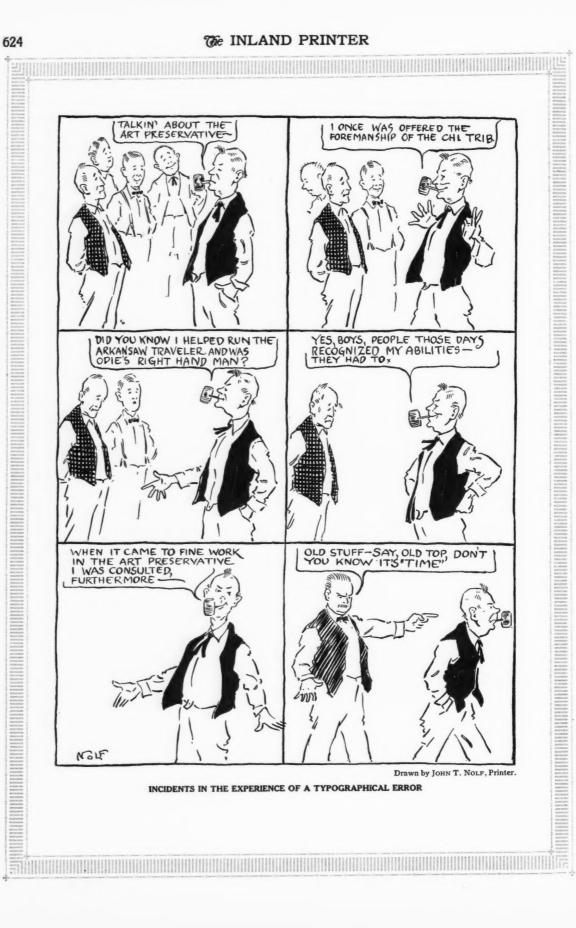
A denominational concern:

Copy is prepared to the last point and capital. Readers are not permitted to change anything or to make suggestions on proof. An accurate determination of the advantages of this method has not been made, but the product has increased, marks on proof have been greatly reduced, revising time has been minimized, and errors in the printed page have disappeared.

An old, well-established book-publishing house:

A book of instructions is issued to authors offering manuscripts and is closely followed. Each book printed, however, is a rule unto itself as to typographical "style."

The expression of authors, if uniform and not violative of the rules of correct expression or the generally accepted canons of the printing art, are followed. Consistency is required of both writer and printer, the rule of the latter taking precedence of the notions of the former. The work of the editorial department is so thorough that a limit of \$50 per 500 pages has been made for author's changes and corrections. Only in rare cases does this charge reach that amount. Before thorough preparation was begun the cost of author's corrections often exceeded \$200 per 500 pages. Asked if the editorial department is so thorough that a limit of \$50 per 500 pages has been mad





Because some horses can run faster Timing than other horses, a great deal of Oneself. money changes hands, and because some men can work faster than others, a good many jobs are sold for less than they are worth. In timing oneself, or in timing the product of an establishment, to-day's experience is necessary for any degree of accuracy. Old-time printer employers will look at a piece of work and declare they could get it up in such-and-such a time. Doubtless they could, in their day, but not now. Some horses can win out on a muddy track, and some of the oldtime compositors could win out on a display job against the moderns, but in figuring costs on time, the interest on modern equipment is sometimes lost sight of by the old-timer, whose eyes are focused on the past years and are blurred to the foreground of to-day.

Sharp changes in conditions give The Price of opportunities for the revision of longendured and unsatisfactory business The photoengraving business has bemethods. come pot-bound and has remained pot-bound for a good many years. It was innocently fitted in a square-inch pot and has had no chance to grow healthy and prosperous plants commensurate with the abilities of the men engaged in the work or the service rendered by the industry. The pot now appears to be broken by the cannon in Europe. The prices of zinc, copper and chemicals have advanced steadily until the most weak-kneed and most spineless feels that the time for definite action is at hand and the opportunity for a radical reform such as now offers can not be hoped for again. The practical men at camera and bench are enlisting with the employers, and it remains to be seen if their wisdom will direct them to make plans looking to the development of the art and to free it from the ignorant competition which has brought it to an almost impossible condition. The printing trades generally will show a just appreciation of the economics of the trade and of their interresponsibility by a hearty cooperation with the engraving-art industries in the reforms they are now endeavoring to establish. Placing coöperation on the lowest possible plane, it will be most distinctly to the advantage of the allied industries to make it effective as far as lies in their power.

Few avocations fit into the printer's vocation more satisfactorily than photography, and very many printers make that fact a source not only of

a great deal of pleasure, but also of no inconsiderable profit, both directly and indirectly. The facility with which reproductions can now be made by engraving opens a very wide opportunity to country printers to secure novel and attractive effects. Amateur photography gives a certain verity to illustrations, not because of the occasional crudities in technique or composition, but because of a freshness of selection in subject and angle of view. Printers who have taken advantage of the instruction in the I. T. U. Course have an opportunity to apply the laws of composition which they have studied, and which, although aimed solely for instruction in typography, apply to all art. Whether the student traces forms with his hand or uses the light of the sun and chemistry to make these forms, the principles of light and shade, shape and form apply.

What Thomas DeQuincey described The Uncomas the "Burden of the Uncommunicamunicable. ble" serves to keep employers and employees apart in the industrial world, and particularly in the printing trades, with the exception of the newspaper publishers. Committees delegated to conferences arising out of "demands," being special committees for special purposes, have before them the single object of getting the terms and conditions sought for by their organizations. Representations of the economic conditions of the trade, markets, competition, etc., can have little weight with committees which are given the opportunity to show the stuff they are made of by securing the terms their organization has seen fit to propose. Were the burden of the uncommunicable removed, the local organizations of employers and employees and the state and international bodies in regular and stated conferences would find a plane sufficiently elevated to survey the conditions demanding unity of action in their collective interests.

Get when you can the aid of a fresh A Fresh Pair pair of eyes. Picking up a can of of Eyes. cleanser from an orderly pile awaiting the packer, an old printer read the label and asked a salesman standing near if the word "Compaund" was intended to stand in the place of a trade-mark. He was assured to the contrary. But there it was, in large black letters, "Cleaning Compaund," printed and pasted on hundreds of cans all ready to ship. The boss was called, the boss called the secretary, the secretary called the stenographer, the stenographer called the office boy, and all called the printer - down. A fresh pair of keen old eyes saw the error after all the preoccupied eyes had overlooked it. Not only in letters but in colorwork it is wise to ask the owner of a fresh pair of eyes, "How does that look to you?"

Necessity and Opportunity.

Necessity is the mother of invention and opportunity is the spur of enterprise. The necessity of providing the raw material for colors and dyes is awakening the resourcefulness of invention in America, but enterprise questions if the opportunity will remain open after the war is over and peace declared. The necessity and the immediate opportunity are here, but enterprise asks to have associated with it the aid of the nation against the time that conditions in the world's markets are changed.

Present conditions are described on the authority of Dr. Thomas H. Norton, an agent of the Department of Commerce, who states that the existing stocks of German dyes will be completely exhausted with the month of July. Since March 19 no imports have been received from Germany, even the two cargoes, permission for the removal of which from Holland was given in April by England, have not yet reached this country. A few consignments have come from Switzerland, but the situation is more serious than at any time since German commerce was driven from the seas. Can the United States become self-sufficient in the matter of artificial dyes? That is the question.

The situation in England is possibly as complicated as in this country. In Japan, where there are immense cotton-mills, the lack of coal-tar dyes has been made more serious by the activity of the consumers. Prices in Japan and England have increased many times. In this country the quo-

tations now range from thirty to eighty per cent higher than a year ago. In response to numerous inquiries, the Department of Commerce assigned Dr. Norton to investigate the textile and dye industry. His report shows that the users of artificial dyes in this country are in a desperate position. Not only is the great textile business affected, but the manufacturers of paper, ink, varnish, pigments, leather articles, feather products, etc., are looking for substitutes.

Against the complaints of some of the chemical companies, it is stated that the American dye manufacturers already in the field are developing their plants regardless of the fear of "dumping" or tariff dangers. Dr. Norton tells of eleven plants that are now devoted to dye-producing. The fear is that there will be a collapse of the market. The German manufacturers are known to possess quantities of dyes ready for shipment as soon as shipment becomes possible. What, then, will become of the American dyemen? It is this prospect that has agitated some chemists. Necessity turns activity into odd channels. In addition to the large sums now being spent in equipping artificial-dye plants, Dr. Norton calls attention to the natural-dye production. Natural dyes were once used exclusively, but, being difficult to handle, and rather expensive, they were driven out of the market by the anilin products. There is now a forced resumption of natural-dye consumption. The United States contains practically unlimited quantities of mineral and vegetable bases for natural dyes. The colors may not have so wide a range, but their careful combination insures beautiful results. The natural colors are superior to artificial in many ways. This has been demonstrated by the oriental weavers, the choice products of whose looms are always in demand.

Wanted - An Emergency Man.

Engravers and printers do not hold in their own survey all the elements that enter into the printing problems that confront them from time to time. Superficially considered, an engraving is an engraving, and any pressman who knows his business can print from it. When it comes to color-plates, the same assurance may be applied to quiet any doubts that may arise of a good result being obtained. The confidence that refuses to trace back and ascertain if all the conditions are favorable to obtaining the best results — to know definitely and absolutely that the requisite conditions have been complied with - should have the protection of a heavy insurance policy. The tragical disaster of the Eastland came about because responsibility was so divided that there was no

dominating authority — an authority demanding and examining evidences, appreciating its responsibilities and exacting from subordinates the full tale of their responsibilities.

In the printing and engraving business everything is all right until things happen, and they usually happen at a time when the work is half off the press, and then the question is how to get out of it, by going forward or going back.

The time is ripe for the emergency man, the man who knows plates, platemaking and printing, to examine the conditions and place his O. K. on all important jobs. The emergency man, as an outside man, can bring into a shop an accumulation of experiences that enables him to foretell trouble and apply remedial measures before trouble starts. Such work is being done quietly but effectively at the present time, but it is inevitable that a more general acceptance of the utility and economy of such service will rule in the near future.

In the engraving business, the views of the photographer and the ideas of the etcher and finisher are not always coincident nor are they brought to a collective focus upon the work they do in common. The factory methods which prevail in most engraving plants tend to dissever coöperative effort as a necessary sequence. The individual efforts of superintendents of such plants, and of the individual workers themselves, imbued with craft pride and productive enthusiasm, struggle against the disassociating tendencies and overcome them in the main, but plates that make trouble for the pressman will continue to come through the engraving plants.

On the other hand, the engraver may follow very carefully the instructions he has received and produce plates of a character to produce fine results under certain conditions. But without the engraver's knowledge or the pressman's knowledge, the conditions may be changed and paper and inks supplied to the pressman that are unsuitable for the production of a satisfactory job.

It is in such a situation, and others still more complicated, that the emergency man is a reliance and a safeguard. In colorwork the emergency man, examining and comparing plates, paper and progressive proofs for the printer whose volume of business does not warrant the employment of a high-class color expert, is able to show to what extent the engraver's progressive proofs can be matched, and determine the proper allowance to be made for the difference in paper, proof and ink.

Where trouble occurs in the larger establishments doing colorwork regularly, and illness or accident temporarily deprives such establishments

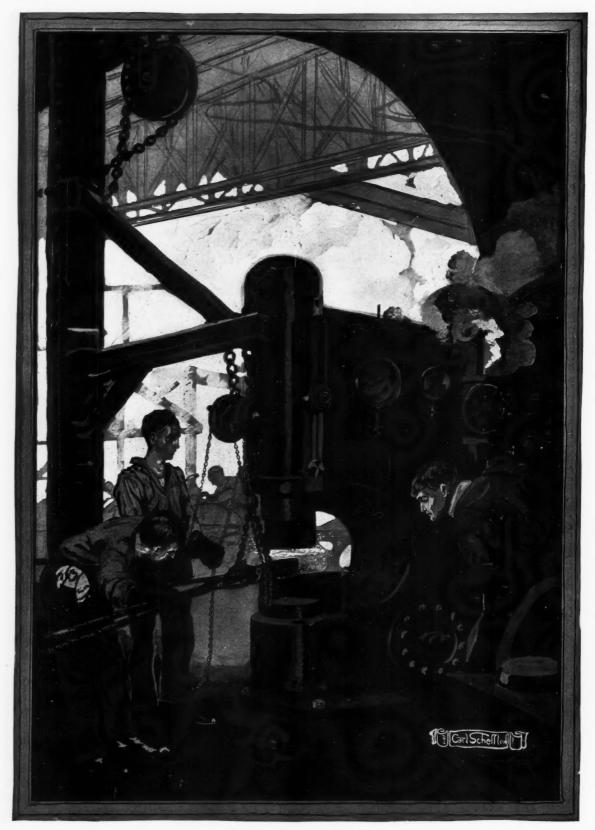
of expert services, the emergency man can save losses in ways which will suggest themselves readily to all practical men.

Are these representations justified by the facts of the trade or are they not?

Preparing the Sources.

Education in the trades is but another step along the road in ordinary schooling, and the principles of sound educational work are no less applicable to the factory and shop than they are to the school or academy. Where the values of the teacher and the practical man can be merged for the inspiration of the students, the most favorable conditions may be expected. It has been stated by a teacher of experience that the very general dislike which it is idle to deny boys have for work is not so much antipathy to work as to the particular dose which is presented to them. The individual student is like the body politic in which reforms of any enduring value must be made to come from within, and the educational spirit that finds its enthusiasm kindling the enthusiasm of youth has reached the center of influential power in preparing the sources.

The education that teaches things is secondary to the education that teaches purpose, that teaches the principles of character. So it is that employers and employees may plan elaborately for trade education and find the clay will not mold to their desire or hopes. The printing trade looks for recruits from that great body of the people who are not able to support children beyond the age at which they leave the common school. These youths have not sufficient educational acquirements with this schooling to carry them into the ranks of breadwinners for what they know. They obtain work more as burden bearers than as the sources from which craftsmen must be supplied, and in this fact the State suffers a great loss. Everywhere we see evidences of men and women spoiled in the making, and the responsibility rests upon us all alike. Education in its truest sense builds up individual resourcefulness and confidence, and thus destroying the fear of competition makes men and women with just vision ever ready to aid and support and balance the inequalities of fortune. No system or dogma can meet the issue in the same way, for the sense of interresponsibility comes from within the power of the individual, and as we subscribe to the conventional ideas of the whole people the conventionalizing of our personal responsibility for the education and well being of the sources of the nation may become the means of banishing the waste of out-of-work men and women.



INDUSTRIES ILLUSTRATED.

No. 1.- From the drawing by Carl Scheffler, Palette and Chisel Club, Chicago.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

COMMENTS BY AN OLD READER.

To the Editor: MARION, ILL., June 25, 1915.

Twenty-eight years ago, while holding my first job in a small printing-office in a small Missouri town, a copy of The Inland Printer came to the office, and into my possession. I immediately went to the newsdealer and ordered it regularly; also later purchased several bound volumes. From that day to this, June, 1915, I have not missed a copy. It has been my "Bible" in my work. Also, I have recommended it to every printer, young and old, with whom I came in contact. Several boys who "learned" the trade under me have also religiously read it. Most of them are getting good wages in good offices. At least two are foremen — one in an office in St. Louis that does high-class work.

Whatever success I may have had in "holding a job," and whatever success those boys may have attained, is credited to The Inland Printer. The last time I was in St. Louis I called at the home of one of those boys who had become foremen. He told me of his success, in a modest manner, and then brought out a stack of Inland Printers, calling my attention to the fact that he still read it regularly, and that it was of the greatest help to him. It was twenty years since he started in with me, and that he has been an Inland Printer student for all these years accounts for his ability to hold a good place in a good office for several years past.

In all the twenty-eight years that I have read your "sheet," my name has been on your subscription list but once or twice. I always purchased through newsdealers, and many a dealer has cussed The Inland Printer because of the misery I caused him when it happened to get in late.

I have never bothered you with opinions, and but once or twice with questions. But here is something I have been wanting to get off my mind for a long time:

Why is it that printers—those working at the case (foremen especially)—have such a hard time to get type-founders' specimen-sheets? It seems to me that those who handle the type and machinery should be kept posted on the new things that come out, and especially on the new ideas in the arrangement of type. As it is now, the specimen-sheets are sent to the publisher. Nine out of ten of them merely glance at the sheets and throw them into the waste-basket. Then, if the printer is lucky enough to get at the basket before the janitor removes and burns the contents, he may be able to save a sheet or two.

Personally, I file away every specimen sheet and book I can get. They are valuable to me, and every printer I know of who loves his art does the same.

I have asked to have my name placed on the typefounders' mailing-lists, and even offered to pay the postage or a

subscription price in return. The answer is that they are mailing specimens to the office, and of course suppose I see them.

Barnhart Brothers & Spindler is one firm that kindly mails its printed matter to foremen when asked, and of course a kindly feeling toward them is the result. The other foundries seem to think it money thrown away to mail circulars to any but the proprietor. And a great many of the proprietors care nothing for them. They will buy what their foremen suggest they need, but suggest nothing themselves.

I like to read other printers' "writin's" in The Inland Printer. I may never trouble you again, but whether I do or not, you may depend upon it I will be reading The Inland Printer as long as the lamp holds out to burn.

THOMAS E. CRAIG, Foreman, Egyptian Press.

COMPETENT PRINTERS IN THE COUNTRY.

To the Editor: CHIPPEWA FALLS, WIS., July 7, 1915.

"A Poor Proprietor" and his troubles with the country printer (under the title "The Country Printer," on page 486) was one of the articles in the July number that gave us a real good laugh, and it was not considered humorous at that. Having worked for more than twenty years as a country printer in the usual not-too-well equipped country office, I think I can with all modesty let a little light in on the aforesaid troubles. It is generally conceded that the city printer will not go to the country office and stay. Why? Because he refuses to put in more hours "getting out the sheet" than the average laborer does carrying brick, and if he asks for overtime he has committed a crime against a time-honored custom of ninety per cent of the country offices. Again, he is asked to work more hours than his city cousin and must consider that his pay-check, great or small, is remuneration for all the time he puts in from early Monday morning until the whistle on Saturday night. Again, he asks, "Can you import them?" Yes, and they will stay if you treat them like men and do not try to dominate their lives and acts in the office and out, both as an employee and as a man.

In the three or more years we have been employing printers in our office we have never had any trouble getting good men and keeping them, working them eight hours a day and giving them to understand that we have confidence in their ability and that the boss doesn't know all there is about the printing business, and believes that the employee possesses ordinary intelligence and knows and will perform the work he is employed to do; that the output of the shop is their product; and that the reputation of the shop

for good or indifferent work depends entirely on their effort. While we believe that familiarity breeds contempt, it is the policy in our office to know the workmen as men as well as employees, and to make them feel they are an important part in the success of the business. We employ five journeymen, all imported except one, and there is not a soldier or a blacksmith in the shop; we have the best product of the Golding factory for presses, and they are well cared for - but - is a good workman complete as such until he can care for the tools and machinery given him to work with? We do not consider him so.

Just another word before I close this unsolicited spasm. "P. P." says THE INLAND PRINTER is shooting over the heads of country printers, but let "P. P." get a stepladder and get up where he can reach some of the great things as they are going by. It is never too late to learn.

A COUNTRY PRINTER.

WHO CAN PLACE THIS NEWSPAPER WRITER?

To the Editor: CHICAGO, ILL., July 21, 1915.

I am a newspaper writer, and I believe many a country town would appreciate a journalist of good standing who would settle down and make it his home. I am prepared - nay, anxious to do that. I am looking for that country town; I want to adopt it, and I want it to adopt me. I do not much mind however dinky a little sheet I am connected with, provided there is reasonable security and likelihood of a little growth. I have a large store of unexpended local patriotism for a town with a paper like that, if it will be as willing to appreciate me as I it.

I can do anything a newspaper writer is usually called upon to do, and that is saying something. I have successfully organized a fair-sized daily in London, England. I have the best of records personally and carry references from some of the best papers in England. I am new in the United States, but am already writing here, and I want to stay here if you Americans will have me. My best qualification is that I can write, and I know how to make a paper go. I am thirty-one, and therefore old enough to want to settle down, but young enough to have plenty of energy, enthusiasm and optimism.

I am sure your paper gets into the hands of the right people, and I believe I shall not knock at the door in vain. WILLIAM H. SEED. In short, what offers?

WHAT IS A PRINTER?

PITTSBURGH, PA., July 5, 1915. To the Editor:

This subject may be a curious question, but it requires an answer because there is a lot of confusion and there are a lot of persons that would like to know what constitutes a printer.

It is a well-known fact that the men who stick type call themselves printers, but in modern industry its use is false and misleading. A printer to-day is a monstrosity.

The printing and publishing industry has made great strides in its development, and, like everything else, has become a trade of specialization. The men who work at it do not work in every department, neither are the apprentices taught typography, presswork, bookbinding. They are brought up as specialists in one particular branch of the business. If there is such a thing as a printer, it would be some one who has mastered every branch of the printing and publishing business. While we know there are some persons who think they know it all, we know very well that an employer in a modern printing-plant would be rather doubtful whether the individual had mastered any part of the trade.

Imagine, if you can, a man walking into the office of a printing and publishing plant, and, in applying for a position, telling the employer: "I can run any kind of press from a platen to cylinder and rotary, and I can set type, operate a linotype, I can bind books, I am an electrotyper in fact, I can do anything in the business." Such a person would not only be the joke among the other men employed in the plant, but the chances are that he would never be employed.

The changes that are constantly taking place in our industry require that those employed become efficient in one thing.

Some men are very effective on a certain class of work, while others are failures, and the failures at one thing become effective on another class of work where the others "fall down." This is so well known at any trade that no argument is necessary.

Where, then, do those men who stick type get the excuse to call themselves printers? Does setting type constitute a printer? If so, is the job printed when it is set?

This is not written for the purpose of giving the misnomer to some other branch of the business, but to show that the term has no place in the modern printing and publishing industry.

I would like to hear from the printers (?) on this A PRESSMAN.

COURSE OF PRINTING IN HOWARD UNIVERSITY.

To the Editor: WASHINGTON, D. C., July 6, 1915.

I have been very much interested in the stand taken by THE INLAND PRINTER in its attitude toward the apprentice question, and, realizing the standard of excellency desired by all those concerned in this important question, I should like to give you a brief outline of what the Howard University School of Printing (in connection with the Howard University, Washington, D. C., devoted to the higher education and betterment of the colored race) is trying to accomplish, its system, plant, ideas and ideals.

Howard University is virtually a government institu-

tion, as is to be noted by the following:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress, that there be established, and is hereby established in the District of Columbia, a university for the education of youth in liberal arts and sciences, under the name, style and title of Howard University." (Charter, approved March 2,

Printing has been carried on at Howard University for the past twenty years, but not until ten years ago was it taught in the School of Manual Arts and Applied Sciences, and only during the past six years has it been firmly established in regard to the best facilities, in all things needed to make a pupil become an enthusiastic and efficient workman.

Six years ago a new equipment was ordered amounting to \$1,800. Step by step we have grown from that date, until now our school is valued at \$8,000.

Our type-specimen book of sixty pages shows a good supply of different faces of type in "families," music and Greek type, etc. In our equipment is included a No. 9 Chandler & Price press and an Optimus press, an Acme power cutter, leads, brass rules, borders, initial letters, typographic ornaments, and the customary furniture, material and tools of a modern printing-office, selected with special reference to the requirements. All our type is in twenty-five-pound fonts or more, with few exceptions. Everything is on the point system.

I believe everything should have its place, and especially so in a School of Printing. To aid students in becoming familiar with the type-faces in our school and to quickly find a series of type, is the reason for our type-specimen book. Each size and kind of type, etc., has a number to designate its size, also the case number, and, if in a cabinet, the cabinet letter. On the case is a numbered thumb-tack, corresponding to the number in the specimen-book, also label in a labelholder corresponding to the face of type, which tells what type it is.

I believe this is the best system, for in both cases, the sample-book and label, you have a repetition of the same thing.

The type-racks in the shop are of the ordinary type, but have an extra attachment by which curtains are supported to protect the cases from dust and dirt. This special attachment consists of four pieces of dressed wood, two of which, horizontally placed, extend four inches on either side of the rack. Near either end of one of these pieces is attached a standard which extends vertically upward five inches above the upper end of the case. Supported by the standard is the other horizontal bar, fastened to which are attachments for spring-roller curtains.

Each type-rack is covered by two curtains, each of which is slightly wider than the case that it covers. They are made of a strong, dustproof black cloth and extend from the supports to the floor.

As stated above, the School of Printing is in conjunction with the university, therefore we have a great deal of practical work for the students, of different kinds. We do work only for those actually connected with the university. Naturally we have many repeat orders, therefore I have a system for finding a certain job without pulling out every slide in the shop. First, there is the "Disposition of Forms" book, which is alphabetically indexed. We divide the university work into thirty different departments. Each department is indexed correctly. A proof of each job, held for each department, is pasted in the "D. of F." book in its correct place. Each different job is numbered according to the slide it is on. Every job slide is numbered. So if one does not find the job in the book, he knows it is not standing. Another important fact attached to this is pulling letters for other work. If a job which is standing has been "pulled," then a sign is marked showing each letter taken out, so that one need not look on that particular slide for the letter wanted.

The course of study includes:

Printing, 1.— The study of type, including roman display types of various styles, its composition, features and values; general study of the principles and methods of materials and their usage; actual work in straight composition.

Printing, 2.— Commercial and advertising composition, platen presswork and the study of machinery pertaining to printing. This course is designed with the idea of aiding students who are desirous of furthering their knowledge toward taking up the work as a profession. It is a combination of theoretical and practical instruction.

Printing, 3.— Book composition, stonework, cylinder presswork, cost system and study of paper. This is an advanced course, designed principally for students who have passed Courses 1 and 2. The school is supplied with platen presses.

We have an average of from twenty to thirty students a week who spend from two to twenty-four hours each week, depending upon their interest. The two hours are necessary. One would be surprised at the intense interest shown by many students and the additional number of hours they spend.

The results to those who have taken printing so as to receive a general education along vocational lines, and to those who have completed their courses and taken up printing as a life-work, have been in both cases gratifying.

CHESTER A. LYLE,
Instructor.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

GRAFTON & Co., of London, W. C., have issued a bibliographic list of publications having the present war or details of it for their theme. There are said to be about two thousand entries in the list.

THE postoffice department announces that stamps issued during Queen Victoria's reign will henceforth be invalid, but they may be exchanged for current stamps if application is made before December 31, 1915.

THE Yorkshire Herald recently issued its twenty-thousandth number, and for a souvenir the publishers printed as a supplement a facsimile of the first issue of the York Herald and County Advertiser, dated January 2, 1790.

At the Printers' Third Cost Congress, held in London in May last, a member made this meaningful remark: "If your costing system was one which enabled you to get every order you estimated for, you might be quite sure it was wrong"

AN order in Council prohibits the exportation, to any other than British possessions, of maps or plans on a scale of 4 inches or more to the mile, of any place within the territory of any belligerent or within the area of military operations.

THE directors of the Lanston Monotype Corporation (an English limited-liability company) intimate that, in view of the general dislocation of business because of the war, they do not intend to declare any dividends upon the balance-sheet of the half-year ended on March 11 last.

Though it had a circulation of from 130,000 to 200,000 a day, the *Daily Citizen*, London's noted labor newspaper, has suspended publication. It struggled manfully against great financial difficulties, but in the end its directors found it impossible to go on losing nearly £100 a day. It was started October 8, 1912.

A SCOTCH printer writes to one of the trade journals: "We printers have in fact to experience very hard times, and I am afraid they will continue a long time after the war is over. Perhaps because of these bad conditions, or, as I would rather believe, patriotism, our trade has furnished more men to the colors than any other. In Edinburgh about eighty per cent of the acceptable printers have enlisted."

GERMANY.

THE postoffice department has issued, for use in the enemy's territory to the east occupied by the German army, its stamps surprinted with the words "Russisch-Polen."

THE M. Kragen & Co. paper-mill, at Breslau, because of the higher cost of living since the war began, has for the time being increased the wages of its employees ten per cent.

At a recent meeting in Frankfort a. M., the German felt-cloth manufacturers' association advanced the price of woolen felt cloth and blankets, including those used by printers, forty per cent.

THE Amerikanische Carbon-Papier Fabrik, at Berlin, has changed its name to Deutsche Kohlepapier-Fabrik, an indication that the word "American" has declined in tradedrawing power among the Germans.

THE Allgemeine Beobachter, organ of the Westphalian section of the printers' union, published at Essen, has been discontinued, after an existence of thirty-five years. Diminution of advertising patronage, due to war, was the cause of its demise.

THE German Red Cross Society distributes twice a week about 200,000 copies of newspapers, magazines and post-cards in the lazarets and hospitals, as well as at the front. Arrangements are being made to collect still more of these for distribution.

THE bookbinders' association, because of the usual reason, higher cost of materials, has advanced the price of binding brochures three per cent, of cloth bindings ten per cent, and of leather and parchment bindings still more—in proportion to the extra cost of these materials. The advances date from April 15.

THE Korrespondent publishes statistics indicating that, up to the first of May, 31,030, or 43.7 per cent, of the members of the German printers' union have been drawn into the army. Of these, 15,716 are married. As a consequence, there is a dearth of competent help for special work in many printing-offices.

According to the Börsenblatt für den deutschen Buchhandel, 2,700 men connected with the bookselling interests in Germany, Austria and Hungary are enrolled in the army lists; of these 225 have been rewarded with the iron cross for acts of bravery at the front. Up to last reports, 149 booksellers have fallen in battle.

THE Berlin Chamber of Commerce, which in a manner regulates, takes cognizance of, and specifies trade usages, recently determined that "there exists no uniform trade custom under which matrices, for which the customer has furnished the sketch or design to a typefoundry, become the property of the customer." It also makes note of the fact that "the Association of German Typefounders has made it binding upon its members that punches and matrices which are specially made upon customer's order, at the usual price, are to remain in the possession of the foundry furnishing them."

HANS HEINRICH RECLAM, head of one of Germany's most renowned publishing houses, that of Philipp Reclam, Jr., at Leipsic, on May 18 attained his seventy-fifth birthday. He was educated under his father's tutelage as bookbinder, and in his tourist-workman days worked in Zurich, Ghent and Brussels. The Reclam office has seventy cylinder presses, and yet often has to let out work to other offices. The house publishes the "Universal Library," in whose catalogue are listed six thousand titles, mostly of works of fiction, at a moderate price per volume. In addition, a weekly magazine, Universum, is issued.

SWITZERLAND.

FIRE on the morning of May 27 totally destroyed the wood-type factory of Roman Scherer, in Lucerne, well known in Europe for its excellent products. The flames attacked the wood stored in piles in the yards of the factory, but most of this was saved. The total loss amounts to 250,000 francs, covered by 100,000 francs insurance.

THE Gutenbergstube, a typographic museum at Berne, proposes to make a collection of printed matter and documents relating to the Swiss participation (rather, non-participation) in the war. The collection is to cover matter

relating to Swiss mobilization — brochures, periodicals, circulars, posters, programs, pictures, post-cards, poetry, etc.; also matter relating to Swiss efforts to bring about reace.

ITALY.

THE printing-offices of two Neapolitan newspapers, *Mattino* and *Giorno*, which stood for strict neutrality in the present war, were mobbed recently by pro-war sympathizers. The building of the *Mattino* was set afire and in the office of the *Giorno* everything was turned upside down.

THE recently issued "green book" of the Italian government was printed in the printing-office of the Chamber of Deputies. The entire volume of 280 pages was set in one night, eighty compositors being ordered to remain for the purpose and put under strict obligations of secrecy, under penalty of punishment as traitors. The proofreading, correcting and making-up was done under the eyes of the subordinates of the secretary of the Chamber.

AUSTRIA.

Felix Holczabek, director of the Vienna printing-trade schools, died on May 4, after a long illness.

THE Austrian postoffice department has issued a new series of stamps, in five denominations, on which appear scenes from the present war.

JOHANN PABST, publisher of the Graphische Revue (Vienna's leading printers' magazine), mourns the loss of his wife, Frau Bozena Pabst, who died April 29, after a long illness. They were happily married forty-five years.

DESPITE the effects of the war on business, the Vienna dailies issued large Easter editions, according to habit, though not quite as large as in times of peace. The Neue Wiener Tageblatt had 132 pages, the Neue Freie Presse 112 pages, and the Zeit 66 pages.

SWEDEN.

Through the recent death of Miss Sofia Gumälius, Stockholm has lost a noted and energetic business woman, who created large enterprises in the field of printing and publishing, having begun in 1877 the greatest present Swedish advertising agency, and in 1882 the printers' supply house of Gumälius & Co. Since 1908 both these concerns are stock companies, now housed in a stately building, and employ some 125 persons. Miss Gumälius reached the age of seventy-four. In later years she was assisted in business by two nephews.

I s c e t I F f t

th

W

u

m

HUNGARY.

THE paper-manufacturers, who in March raised their prices ten per cent, have since then made further advances — from fifteen to twenty-five per cent. This forces the printers and blank-book makers to also fix upon higher prices for their output.

TURKEY.

It is reported that Turkey will shortly issue a new series of postage-stamps, because the plates for those now in use are held in London, making it impossible to replenish supplies when these run out.

FRANCE.

PAPER has risen in price from twenty to forty per cent in France since the beginning of the war. As a consequence, reductions have been made in the tariff on imported paper.

NORWAY.

DURING 1914, twenty linotypes (including fourteen multi-magazines) were installed in Norway. Of these, eight were erected in Christiania.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Good Grammar.

S. Brothers, Chicago, write: "Kindly pass upon the grammatical construction of the sentences: 'I hope you will read these bulletins and keep them. I am going to pass on every one of them myself before it goes out.'"

Answer.— The grammatical construction is very plainly exactly right, and needs no comment. Its writer intends to send out bulletins, one at a time, and to examine each one before sending it, and says so plainly and correctly.

A Question of Number.

F. D. S., Harlem, New York, writes: "In the sentence, 'Three-fourths of the aggregate trade passing through the harbor is imports,' I had an impression that 'is' should be changed to 'are,' on account of the two 's's' (on 'fourths' and 'imports'), but have been opposed by nearly every one in the office. Please tell me what you think of this."

Answer.— I should say "is" with the fraction compounded, since a construction as singular is the exact reason for the compounding. Three-fourths is held to name one proportion equal to three times as much as one of four equal parts, and thus the meaning becomes "a part (three times as large as the other part) is (consists of) imports." In work for those who insist that fractions are not compounds, and that by three fourths is meant three individual fourths, the verb should be "are," since we can not say that three things is. There are persons who insist that it is correct to say "three fourths," and can not find any reason for "three-fourths."

Useless Compounding.

Proofreader, Brooklyn, New York, asks: "Is the phrase 'worth-while' properly compounded? I mean in a sentence like 'Such an ambition or attainment is not really worth-while.' It might perhaps be all right in the construction 'A worth-while ambition is to serve the public well.' A prominent woman's magazine uses the hyphen in all cases."

Answer.— No one who thinks of anything like system in compounding will ever make a compound of any regular grammatical phrase like "worth while," in instances like that first mentioned. There is reason for use of the hyphen in the attributive position, as worth-while ambition. But, while it is an assured fact that there is no sanction in usage for such use of the hyphen, it is equally sure that many persons do use hyphens in very strange places, even when they profess to reject the hyphen as much as possible; and such persons are more determined in some of these strange uses than most of the common run of people are as to any use. Such unnecessary and even unwarranted use of the mark, however, need cause no great worry, for

it seldom is worse than merely unnecessary. It rarely affects the sense of the expression. Every one understands worth-while exactly the same as the correctly separated words, worth while. So the most advisable action for a proofreader, when he knows that the person for whom he is reading prefers the hyphened form worth-while, is simply to allow it to be used without objection. Of course it is better for a reader who is allowed to make things right to reject the hyphen.

A Knotty Matter That Is Not Knotty.

T. J. C., Montreal, Canada, writes: "The writer undertakes to disagree with a recent decision in definition of the 'singular possessive' given on page 208 of the May number. The writer maintains that there are exceptions to general rule. Possessive case simply denotes ownership or possession, and, while the point is well taken as regards Burns's Poems' or similar cases, there is no possession shown as regards 'St. James's Street.' What is the rule in cases where the name does not end with a final 's'? How would 'Washington's Avenue' do, for instance? Or 'Kosciusko's Street'? All three are named after individuals, all of whom are as defunct one as the other, and were ever utterly oblivious of the honors that posterity has paid to their memory. In this city there are numerous streets named after individuals, such as Craig, Amherst, Wolfe, Montcalm, and a great number with the prefix 'St.' attached, but none have the singular possessive attached. Writer claims they are under the general rule. I hope for further light on this knotty matter."

Answer .-- This correspondent furnishes the only knottiness there is here. He does not disagree with the decision mentioned, since that decision dealt only with the form that the possessive should take when used, and said nothing about whether a name should be in the possessive or not. It only happened that one of the examples quoted from an Englishman's book was the name of a street in London, St. James's Street. There was not the least hint of how any street should be named, but only the mere fact that this particular street is so named. The writer of the paragraph knows of a street in an American city which is called St. James Place. Both are right. That the London street has the possessive name is a fact beyond dispute, but there is nothing in that fact that should lead any one to infer anything about any other street-name. Here is a sentence from a very accurate encyclopedia, in its article about London: "St. James's Street commences at St. James's Palace and extends to Piccadilly." There are also St. James's Park and St. James's Square. While these names ultimately are from a person, the park, square, and street are probably named directly from the palace. Those who made the names gave them the possessive form for

some good reason, and such form they have always kept; but that has nothing to do with the form of any other name. The singular possessive is formed by adding apostrophe and s, as Washington's, Adam's, Burns's, James's, Adam's (but some people insist that Burns', James', Adams' are right). The plural possessive adds besides the letters that express the plural, as the Adamses', except when the plural noun ends with a consonant, as gentlemen's.

On the Use of the Colon.

Inquirer, Springfield, Ohio, asks about the colon: "Please give me that rule about the use of the colon which applies to a somewhat balanced paragraph where the latter half explains (or perhaps is antithetic to) the first part of the paragraph."

the dial, but did not see it moving; and it appears that the grass has grown, though nobody ever saw it grow: so the advances we make in knowledge, as they consist of such minute steps, are perceivable only by the distance." A little nearer to the particular rule asked for is this: "Two clauses, of which the former raises the expectation of the latter, or which express a comparison or a contrast one with the other, but without the use of a connecting word, should be divided by a colon; as, 'Cowards die many times: the valiant never taste of death.'"

RUNNING A NEWSPAPER IN MEXICO.

The accompanying photograph shows the treatment that a newspaper office was subjected to in Mexico during the past year. The building looked as if it had been used



Running a Newspaper in Mexico.

Answer.- The use of the colon within the sentence has never been made subject to a clear and definite rule, and it now is much less common than it once was, though the point is occasionally used by some rather old-fashioned writers to mark a stronger division among clauses separated by semicolons. John Wilson said: "The colon is used in a sentence between parts less connected than those which are divided by a semicolon, but not so independent as separate, distinct sentences." This he gives as a general rule, and he follows it with this remark: "It is to be regretted that some grammarians have expressed a wish to discard the use of the colon, and that others have ventured even to expel it from their systems of punctuation. But, though in former times it was common to employ this point where the semicolon or the period might have been more serviceable, there are in composition well-ascertained cases in which the insertion of the colon tends to bring out the idea of a writer with greater facility." It seems likely that it was because no cases were well ascertained of greater facility that such use of the colon almost entirely disappeared. The fact of disappearance is evident, anyway; and at present proofreaders may better ignore the colon for use within the sentence unless they find it in their copy when they are instructed to follow copy. One of Wilson's exemplifying sentences is the following: "As we perceive the shadow to have moved along as a fort. However, the El Heraldo Independiente was not to be so easily subdued, or perhaps the factions in power for a little time were friendly and the paper could go on. So, in a few rooms, least damaged by the shells, the paper was again started and a sign put out from a window. No repairs were begun on the building, for, in Mexico, the rise and fall of the different fighting leaders might be a matter of a few days or months, and those in power who were friendly might have to give up to the unfriendly factions and the El Heraldo would be smothered. And this is what it means to run a newspaper in Mexico these trouble-some times.

A BLOW TO THE MISSIONARY CAUSE.

A clergyman tells an amusing story, as reported in a London paper, of a worthy vicar in a rural parish who had waxed eloquent in the interest of foreign missions one Sunday, and was surprised on entering the village shop during the week to be greeted with marked coldness by the old dame who kept it.

Wo En

the

the

for

tio

pri

153

On asking the cause, the good woman produced a half a crown from a drawer, and, throwing it down before him, said:

"I marked that coin and put it in the plate last Sunday, and here it is back in my shop. I knowed well them poor Africans never got the money!"

Written for THE INLAND PRINTER.

THE LITERATURE OF TYPOGRAPHY.

NO. XXVIII.— GREAT BRITAIN — Continued.

BY HENRY LEWIS BULLEN.



HE earlier printers in England, save Caxton, were foreigners. According to the bibliographers, the second printing-press was established in St. Albans, then the seat of a great abbey, twenty-one miles northwest of London. Eight books bear the St. Albans imprint, the first dated in 1479, the last in 1486. If printed in St. Albans, the

printer of the first was doubtless a foreigner; but more probably these books were merely printed for the abbacy by Caxton (whose types appear in some of them) and others. There is a mystery here which, with that relating to a supposed Oxford press (referred to in our last article), still affords employment to researchers and gives piquancy to this study. Printing was first practiced in London in 1480 by John Lettou, supposedly a Lithuanian, who is believed to have brought his plant from Rome. Lettou soon took as partner William de Machlinia (that is, of Mechlin, Belgium). Lettou disappears in 1483, Machlinia continuing until about 1490, when he was succeeded by Richard Pynson, a native of Normandy. Pynson's later



John Day, Printer, 1546-1584

This portrait of one of the greatest printers of the sixteenth century is the earliest authentic portrait of an English printer.

work is said to be superior to any previously done in England, and he also has the distinction of having been the first to use Roman types in England, in 1508. In 1500 the English-born printers in London made life unpleasant for the foreign-born, as we learn from Pynson's application to the courts for protection to his workmen. Pynson printed three hundred and seventy-one works, and died in 1530, leaving a good estate. In 1508 he succeeded William Faques, a Norman, as printer to the King, being the sec-

ond to hold that office. Other distinguished foreign-born printers were: Theodoric Rood, of Cologne, first Oxford printer, 1481-1486; and John Siberch (properly John Laer, of Siegsburg, near Cologne), first Cambridge printer, 1520-1522. In 1534, in the reign of Henry VIII., a law was enacted which restricted and ultimately stopped the activities of alien printers. This is the second English law relating specifically to printing. It prohibited the aliens from taking any apprentices not native-born, and restricted each to two foreign journeymen. It also prohibited the importation of bound volumes and the sale of books at retail



John Day's Mark.

Day used several marks, nearly all alluding to awakening or resurrection. He realized that printing was awakening a capable but ignorant world.

by aliens. In 1484, Richard III., a soverign more enlightened than generally known, enacted a law giving every printer, "no matter of what nation or country he be," full license to sell any books, and settle within the realm for the exercise of his occupation. The last foreign-born printer of eminence was Reyner Wolfe, a native of Holland, who was naturalized (as we say) in 1533, and as a bookseller was admitted a member of the Company of Stationers in 1536. In 1542 he began to print, and in 1547 was appointed King's printer in Latin, Greek and Hebrew. He was master of the Company of Stationers in 1560, 1564, 1567 and 1572, and occupied his leisure for more than twenty years in writing chronicles of English history which were completed after his death by Hollinshed, and are now famous as "Raphael Hollingshed's Cronycle." It was from this book, which we owe primarily to a scholarly printer, that Shakespeare obtained the data for most of his plays illustrating British history, such as "Macbeth," "King Lear," "Cymbeline," and others.

It was not strange that England had to depend upon foreigners to introduce printing and teach the craft to its sons, for England was then almost exclusively an agricultural and pastoral country with little manufacturing, and that in London only, while over the waters were many flourishing manufacturing cities in the Netherlands and along the Rhine. These foreign-born printers in England were sowing the seed that was eventually to give England supremacy in manufactures. Their work evoked the ideas which evolved in due time the steam engine, cotton and wool weaving machinery, and the railroad. Invention is the child of intelligence widely diffused by printing. The world was tens of thousands of years old when Gutenberg was born, and the greatest mechanical inventions of all those ages were the water-wheel and screw-press.

The first to learn printing in England, so far as is known, was Robert Copland, printer-author. In his later years he was editor and translator of Wynken de Worde's books, and in the preface to a translation made by him in 1510, we gather that he was a pupil of Caxton's:

My worshipful master Wynken de Worde, having a little book of an ancient history of a Kyng, sometyme reigning in the countree of Thyre called Appolyn, concernynge his malfortunes and peryllous aduentures right expouuentables, bryefly compyled and pyteous for to here, the which boke I Robert Coplande have me applyed for to translate out of the Frenshe language into our maternal Englysshe tongue at the exhortacion of my forsayd mayster, accordynge dyrectly to myn auctor, gladly followynge the trace of my mayster Caxton, begynnge with small storyes and pamflets and so to other.

Copland's imprint first appears in 1514 with his address at Wynken de Worde's shop, but in 1515 he had his own



John Wight, Printer, 1551-1589.

Only two authentic portraits of English printers of the fifteenth and sixteenth centuries are known. The pictorial representations of Caxton are all spurious. This one of John Wight (or Wyghte) was used as his printing-mark, with the punning motto, "Welcom the Wight that Bringeth such Light."

printing-office in Fleet street, a street which ever since has been a printing center of London. His writings were lively or humorous, as might be expected from a man so interesting and versatile. When Wynken de Worde died in 1535, Copland is mentioned in his will as an executor. Copland died in 1548, and in the year before Andrew Boorde wrote that his "Introduction to Knowledge," was "now a pryntyng at old Robert Copland's the eldest printer of England."

Among other early English-born printers, the more distinguished are Thomas Berthelet and John Rastell. Berthelet is supposed to have been an assistant to Pynson, whom he succeeded as king's printer in 1530. His typographical workmanship was good, and "it would be hard to speak too highly of his taste and skill in bookbinding." He was among the first to use gilt tooling in England. He died in 1555, leaving a large estate, and his importance as a citizen may be inferred from the account of his funeral as described in the diary of a contemporary observer, in the "simplified" spelling of the period:

The same day at afternone was bered master Barthelet sqwyre and prynter unto King Henry; and was bered with pennon and cote-armur and iiij dozen skochyons and ij whyte branchys and iiij gylt candyllstykes, and mony prestes and clarkes, and mony mornars, and all the craftes of prynters, boke-sellers and all stassyoners.

Another fair example of the high social position of the early master printers is that of the unfortunate John Rastell, whose first book is dated 1516. Born in London, he was educated at Oxford University, and married the sister of Sir Thomas More, a leading scholar and most advanced thinker of that period, onetime chancellor of England, author of "Utopia," and beheaded for conscience sake in 1534 - the greatest Englishman of his time. In the beginning of his career Rastell printed law books, plays, and some books of a racy character, but in 1530 he was converted to the reformed religion and lost friends and position and sank into poverty. In 1536 he attacked the tythe system and was thrown into prison, where he died. John Rastell's son William studied at Oxford, commenced to print in 1530, studied law, and was called to the bar in 1539. He remained a Catholic, and on the succession of Edward VI. was exiled to Belgium, but when Mary succeeded to the throne he returned and was appointed a judge. He edited the complete works of Sir Thomas More, his uncle, first published

The experience of John Rastell was the prelude of troublous times for the printers of England. The types were used to the utmost on both sides of (first) the controversies between Catholic and Protestant and (secondly) in the controversies between the Established Church and the Nonconformists or Puritans. Consideration of printing in the controversial period, extending from the establishment of the Church of England in 1534 to the beginning of the eighteenth century, is reserved for another article.

We have now reached the Elizabethan Age — the period when England's true greatness begins. Printing had been encouraged for one hundred years. Besides restoring the long-lost ancient literatures, it had cultivated another literature and new learning and new philosophy which worthily rivaled all previous intellectual achievements and stirred the nation mightily. Is this claiming too much for Printing? Erasmus, born in 1466, just when Printing began to spread from Mainz into other countries — Erasmus, chief among scholars and thinkers of his time, tells us why literature and learning were dead and progress slow:

When I was a boy sound letters had begun to revive among the Italians [due to the work of the printers in Italy], but by reason of the printer's art being as yet known to few no books had reached us [in Holland], and in deep tranquillity of dullness there reigned a set of men who taught in all our towns the most illiterate learning.

t a g li fi

n in a s u

ti

ti

re

p

The books came soon to aid Erasmus to educate others. And Symonds, in his "Renaissance in Italy," tells us that the Italian "printing press was the most formidable engine of the modern reason."

Printing ultimately made authorship a profession, and Erasmus was the most conspicuous among the few in his time who lived by the pen; but the writers who made the Elizabethan Age glorious derived no revenue from their writings and seemed indifferent to the circulation of their works, which were passed around in manuscript for the benefit of private circles. There was at that time a group of printers who avoided matters in controversy, such as the Bible and theology, and members of this group used influence and persuasion to obtain permission to give the public the benefit of many works now classics of our language. Thus William Ponsonby, who in 1758 published the first English novel, Lyly's "Euphues," which ran into four editions within three years, sought for two years to obtain permission to print Sir Philip Sidney's "Arcadia," first issued four years after Sidney's death. "Astrophel and Stella" was not printed until 1591, and then without permission, and its publication was sought to be suppressed by Sidney's relatives.

Hugh Singleton, printer, first printed Spenser's "The Shepherd's Calendar" in 1579, and five other editions during the poet's lifetime. Ponsonby entered Spenser's "The Faerie Queene" in Stationers' Hall in 1589, which so pleased the public that in 1590 he issued a collection of Spenser's earlier poems with the title "Complaints containing Sundrie Small Poems of the World's Vanity," in the preface of which the printer says:

Since my late setting foorth of the Faerie Queene, finding that it hath found a favourable passage amongst you; I have sithence endeavoured by all good means (for the better increase and accomplishment of your delights) to get into my handes such small Poems of the same author's as I heard were disperst abroad in sundrie hands; and not easie to bee come by, by himselfe, some of them havinge bene diverslie imbeziled, and purloyned from him, since his departure over sea;

and the printer promises further pieces,

when I can either by himselfe or otherwise attaine to, in the meane time praying you gentlie to accept of these, and graciouslie to entertaine the new Poet.

This Ponsonby was warden of the Company of Stationers in 1597-98, and his name appears for the last time on its registers in 1604 as publisher of a new edition of North's translation of Plutarch's "Lives," first given to the public in 1579 by Thomas Vautrollier and John Wight. Vautrollier was a Huguenot refugee from France, with an interesting history, whose work was superior to that of most of his contemporaries. Dying in 1587, he left his printing business to his widow, except a printing-press "furnished with all her appurtenances, that is to saye, fower chassis, and three friskets, two tympanes and a copperplate," which went to his son Manasses. John Wight was a prosperous man, but the most interesting thing in relation to his work is his mark, which is his portrait with his initials surrounded by the motto, "Welcom the Wight that Bringeth such Light!" This translation of Plutarch's "Lives" did bring great light. It had a large sale, and among other purchasers was William Shakespeare, who was fifteen years of age when it was first issued. We now know that this book was the chief source of Shakespeare's limited classical learning and of several of his plots. No one knows when Shakespeare procured his Plutarch, but there may have been a connection between its acquisition and the fact that one of Vautrollier's apprentices was Richard Field, a fellow townsman and possible schoolmate of the future great poet. In 1588 Field married the daughter of Vautrollier, and thus came into possession of one of the most flourishing printing businesses in London. William Blades, in his short work, "Shakespere and Typography," ingeniously advances a theory that Shakespeare was initiated into the printer's craft, with a good knowledge thereof; and it is a curious fact that one of the few autograph signatures of the great poet was found on a strip of vellum used in sewing a book printed by Field. Whatever the connection between these two men of Stratford-on-Avon, to Richard Field belongs the honor of having printed the first work of Shakespeare, "Venus and Adonis," in 1593. In the next year he printed "The Ravyshment of Lucrece." Shakespeare had won fame and fortune as an actor-dramatist, but did not at any time publish his plays. To the reading public he was first known as a poet, and not through any effort of his own as a dramatist. The success of his poems suggested to a piratical printer to publish in 1594 an unauthorized edition of the play "Titus and Andronicus," and this was followed three years later by an inaccurate first edition of "Romeo and Juliet." In 1603 the first edition of "Hamlet" appeared, also pirated. Shakespeare appears to have been indifferent to the publication of any of his works, except "Venus and Adonis" and "Lucrece." His sonnets had circulated privately in manuscript for eleven years before their unauthorized publication in 1609. During his lifetime, editions of sixteen of his plays, most of them shamefully inaccurate, were published without any protest from him. Strange as it may seem, nearly all the immortal works of Shakespeare, existing only in manuscript copies prepared for actors,

SHAKESPEARES

COMEDIES, HISTORIES, & TRAGEDIES.

Published according to the True Originall Copies.



LONDON Printed by Isaac I aggard, and Ed. Blount. 1613.

Title-Page of the First Complete Edition of Shakespeare's Plays, the Famous First Folio, Published by a Syndicate of Printers in 1623.

"What embodiment of man's genius — what painting, sculpture or architectural creation — would we exchange for the First Folio of Shakespeare's Works, the product of types and a printing-press?"

were in imminent danger of being forever lost, had it not been for the unauthorized enterprise of various printers, some of whom were aided after the poet's death by actors who had known him and who gave this aid "without ambition either of selfe-profit or fame," but solely "to keep the memory of so worthy a friend and fellow worker alive as was our Shakespeare." The one occasion when Shakespeare publicly objected to the use of his works by the printers was when he caused William Jaggard to remove his name from the title-page of a collection of poems with the title of "The Passionate Pilgrim by W. Shakespeare," most of which were not written by Shakespeare. Doubtless certain printers obtained the manuscripts of the plays by arrangement with the manager of the theater, but some procured them by bribing actors or employing stenographers to take them down as presented on the stage, and Shakespeare's name was printed as the author of plays which he never wrote. Shakespeare died in 1616; and the

first complete edition of "Mr. William Shakespeares Comedies, Histories, & Tragedies, published according to the True Originall Copies, London, printed by Isaac Iaggard and Ed. Blount," did not appear until 1623. It contained seventeen plays never before published. This book, England's supreme glory in literature, which "preserved nearly twenty of the plays from total destruction, and greatly improved the texts of several others," has nearly one thousand pages, and was sold for 20 shillings, equivalent in value to about \$50 of our currency. A copy of it is now worth about \$8,000. The world owes the preservation of this world-treasure chiefly to the enterprise of the printers; had they neglected the opportunity, the larger part of the works of Shakespeare might easily have passed into oblivion. What embodiment of man's genius - what painting, sculpture, or architectural creation would we exchange for the First Folio of Shakespeare's Works, the product of types and a printing-press?

Francis Bacon took pains to have his works accurately printed, and Ben Jonson was sneered at by contemporary wits for allowing such "ephemeral things" as plays to be issued in 1616 by William Stansby, printer. Previously his "Epigrams" had been printed, in which is one, "To My Bookseller":

Thou that mak'st gain they end, and wisely well Call'st a book good or both, as it doth sell, Use mine so too; I give thee leave; but crave For the luck's sake, it thus much favour have, To lie upon thy stall till it be sought, Nor offer'd as it made suit to be bought.

John Milton, in the beginning of his career, appears to have been indifferent to the publication of his works. Of poems written by him between 1626 and 1646, "which by themselves would place Milton among the great names in English literature," only a few had been privately published, until a printer persuaded the author to consent to publication in the latter year. The publisher's notice assures the reader that:

It is not any private respect of gain,— for the slightest pamphlet is nowadays more vendible than the works of the learnedest man,— but it is the love I have to our own language that hath made me diligent to collect and set forth such pieces, both in prose and verse, as may renew the wonted honor and esteem of our English tongue. . . Let the event guide itself which way it will, I shall deserve of the age by bringing into the light as true a birth as the muses have brought forth since our famous Spenser wrote.

This was a splendid service of the printer to the world, which has so thoroughly endorsed his judgment. The publisher adorned the work with a copperplate engraving of Milton, for which the poet, perceiving it to be so poorly done, wrote four lines in Greek, of which both engraver and printer were ignorant. These lines, as translated, read:

That an unskillful hand had carved this print You'd say at once, seeing the living face; But finding here no jot of me, my friends Laugh at the botching artist's misattempt.

Milton sold the manuscript of "Paradise Lost" to Samuel Symons, printer, in 1667, for the equivalent of \$400 in our currency. He probably was not paid anything for the poems printed in 1646; but in 1667 he was blind, old and had lost his income. Perhaps the trivial fee was offered more in charity than as a recompense. The copyright of "Paradise Lost" eventually came into the possession of Jacob Tonson in 1690, and he issued a handsome edition, which sold so well that he admitted that it brought him in more money than any other poem that he published. Tonson was the first publisher to liberally remunerate authors, and was well said to be a "Prince of Booksellers." In 1697 he paid Dryden \$6,000 for his translation of "Virgil."

Tonson's printing activities were extensive, including much work for the government departments, and he was a partner with John Watts, in whose plant the young Benjamin Franklin found employment in London in 1726.

Enough has been told to prove that the printers of England during the sixteenth and seventeenth centuries were cognizant of the importance of their task and diligent in the pursuit of contemporary geniuses and in furnishing translations of the works of those of other lands. They latterly began to direct or employ authors. Christopher Barker, a wealthy printer, engaged George Turberville to write "The Noble Arte of Venerie [Hunting]" in 1575, and George Bishop maintained the author and two men for nine months, while William Fulke wrote the "Confutation of the Rhenish Testament," and paid Fulke £40 at the end. The time was passing when men of letters, generally holding official positions or other lucrative employments, were inspired by the sentiment of the author of "The Tragic Comedians": "My pen is my fountain - the key of me; and I give myself - I do not sell; I write when I have matter in me and in the direction it presses for; otherwise, not a word."

BOOKS RELATING TO THE SUBJECT OF THIS ARTICLE.

AMES, JOSEPH. Typographical Antiquities, or the History of Printing in England, Scotland and Ireland, containing Memoirs of our Ancient Printers and a Register of the Books printed by them, begun by the late Joseph Ames, considerably augmented by William Herbert, and now greatly enlarged with copious notes and illustrated by appropriate engravings (etc.) by Thomas Frognall Dibdin, London, 1810-1816, 4 vols., 4to, pp. 643; 619; 618; 625. Ames' original was in 1 vol., 4to, 1749, and Herbert's extension in 3 vols., 4to, 1785-1790. Dibdin's edition was not completed. It deals only with London printers, and therefore the student requires Herbert's as well as Dibdin's. This work is the foundation of British typographical history.

BIBLIOGRAPHICAL SOCIETY. A Dictionary of Printers and Booksellers in England, Scotland and Ireland, and of Foreign Printers of English Books, 1557-1640, London, 1910, 8vo, pp. xxiii, 346. Short biographics contributed by members of the distinguished Bibliographical Society. This is a continuation of Duff's "Century of the English Book Trade,"

BIBLIOGRAPHICAL SOCIETY. Hand Lists of English Printers, 1501-1556, London, part I, 1895; part II, 1896; part III, 1905; part IV, 1913, illus. A series of bibliographies of the titles of books issued by each printer, compiled by members of the Society.

DUFF, E. GORDON. The Printers, Stationers and Bookbinders of Westminster and London from 1476 to 1535, Cambridge, 1906, 12mo, pp. 256. 0 0 5

n

iı

Si

m

a

b

el

of

he

ty

fo

DUFF, E. GORDON. A Century of the English Book Trade: Short notices of all Printers, Stationers, Book Binders, and others connected with it from the issue of the first dated book in 1457 to the incorporation of the Company of Stationers in 1557, London, the Bibliographical Society, 1905, 8vo, pp. 200.

GIBSON, STRICKLAND. Abstracts from the Wills and Testamentary Documents of Binders, Printers and Stationers of Oxford from 1498 to 1638, London, the Bibliographical Society, 1907, 8vo, pp. xxiv, 62. These abstracts give an intimate view of the prices of books, valuation of tools of trade, and cost of binding; not much relating to printing. The will of Nicolas Smith, bookbinder, proved in 1609, has the "Item, I geue and bequeth vnto ye goodman Tomes ye beste cock and henne in Inglande I mean my blacke cock."

MUMBY, FRANK A. The Romance of Bookselling: A History from the Earliest Times to the Twentieth Century, with Bibliography by W. H. Peet, London, 1910, 8vo, pp. xviii, 491. Relates almost wholly to England. Presents a great amount of information about early printing and printers in England in an entertaining manner.

PALMER, HENRIETTA R. List of English Editions and Translations of Greek and Latin Classics printed before 1641, with an introduction by Victor Scholderer, London, Bibliographical Society, 1911, 8vo, pp. xxxii, 119.

PLOMER, HENRY R. Robert Wyer, Printer and Bookseller, London, the Bibliographical Society, 1897, 8vo, pp. 59 and 11 reproductions.

PLOMER, HENRY R. Abstracts from the Wills of English Printers and Stationers from 1492 to 1630, London, the Bibliographical Society, 1903, 8vo, pp. vi, 67. A book very necessary to an intimate knowledge of the status of printers and booksellers, and also very interesting.

POLLARD, ALFRED W. Shakespeare Folios and Quartos, a Study in the Bibliography of Shakespeare's Plays, 1594-1685, London, 1909, folio, pp. viii, 176, with facsimiles.

With the Printing House Craftsmen

HE different organizations over the country composed of printing-house craftsmen have, as is their custom, suspended activities for the summer months. Sessions will be resumed in September, at which time many new features will be introduced at their meetings. The organizations which have suspended operation during the heated

term include The Chicago Printing Crafts Association, Boston Club of Printing House Craftsmen, Philadelphia Club of Printing House Craftsmen, New York Club of Printing House Craftsmen and the Baltimore Club of Printing House Craftsmen.

Arthur F. Haise, chairman of the Publicity Committee of the Philadelphia Club of Printing House Craftsmen, writes the editor of this department as follows:

"Your letter has been referred to the writer. We have discussed its contents at our board meeting and we approve of the efforts you are making to cover the activities of the craftsmen's organizations. The writer is chairman of the Publicity Committee and will be pleased to send you reports of all meetings, and, as far as possible, outline of discussions. We have decided that when we renew our meetings in the fall we will take up the ten subjects (the same questions which are at present being answered in this department) which you enclosed in your letter, discussing two of them at each of five meetings. It has not been the policy of the club for the past year or more to go into just this sort of activity. We have depended more on the speaker of the evening to do the talking, and open discussion has not been prevalent. However, we feel that it should be fostered."

Charles E. G. Aff, chairman of the Board of Directors of the New York Club of Printing House Craftsmen, writes in part as follows:

"Our club does not hold meetings during the months of June, July and August. I have not gone into your proposition in detail, but will do so some time during the summer, in order that we may have a common understanding at the time our fall meetings begin, the first of which will be held on the third Thursday of September."

Thus, with the beginning of the fall campaign, this department will contain much matter of the deepest interest. In the meantime, subjects of as great an interest will be featured here.

How Can the Printer Help the Electrotyper?

Printers have become so accustomed to looking on the electrotyper as an aid to the process of printing, that they often overlook the fact that it is within their province to help the electrotyper. There was a time when the electrotyper found it difficult to mold cuts and type in the same form. Low quads and spacing material also hindered the progress of his work. But electrotypers have so increased

the efficiency of their methods that now a foundry will make a satisfactory plate from almost any form that is composed and locked in a manner suitable for printing direct from the type.

The advances made by the electrotypers do not in any degree lessen the responsibility of the printer in preparing the forms in a workmanlike manner. The electrotyper still expects and appreciates the coöperation of the printer. Dirty type, the face of which is filled with ink caked in the openings of the letters, will electrotype no better than it will print. The burden of cleaning it should not be left to the electrotyper. The printer can help him produce a clean printing plate by furnishing a form that is clean, and a good proof showing a clean printing surface.

Forms should be securely locked; if not, characters will stick in the wax and pull out when the form leaves the mold. Of course the electrotyper should try the form to see that everything is secure before molding, but the printer can help him by sending a form so locked that it will not require justifying in the foundry.

It is often impracticable for a commercial printingoffice to be equipped with high leads and spacing material
for use in forms which are to be electrotyped, but where
monotype composition is used for the body of catalogues,
booklets, advertisements, etc., the printer can help the
electrotyper produce a good plate by specifying that the
monotype composition be cast with high spaces. This kind
of matter is produced without any additional expense to
the printer, and is a welcomed help to the electrotyper.—
Cecil Emery, of the M. & L. Typesetting Company, Chicago.

In Answer to Several of the Questions.

John J. Wynne, superintendent of the Blakely-Oswald Printing Company, of Chicago, sends in the following in answer to the questions which appeared in this department of the June issue:

Why can not woodcuts be made type-high? Our work brings us in touch with a great many woodcuts during the course of the year, and in our experience we have found little ground for complaint along the line of low or high woodcuts. On one or two occasions we have found them high, and at other times we have found them warped—this latter condition more frequently than high or low. It does not seem to me that there is the slightest reason for cuts not being received type-high in an office. We have no direct dealings with wood engravers, as cuts are always furnished, and any extra work we have to do is charged to the customer—and the customer, in turn, sees to it that this does not occur too frequently.

How can the printer help the electrotyper? By giving clear and understandable instructions, and locking up the forms properly so as to avoid "comebacks" for crooked plates, especially for colorwork. By giving him ample time on first-class work, and rushing him all he can stand only

on plates on which "any kind of a shell will do." Don't ask him to rush on fine work — give him reasonable time.

How can the electrotyper help the printer? By never guessing at the instructions given. If they are not clear, he should telephone the printer before going ahead. In this way serious mistakes or misunderstandings will often be avoided. The electrotyper should gain the printer's confidence by making promises that he can keep, as this enables the printer to avoid difficulty with the pressroom and with the customer. Keep all plates a uniform thickness. Finally, the printer will appreciate suggestions from the electrotyper when they appear to lessen the cost and improve the work.

As to the two questions, How can the engraver help the printer? and How can the printer help the engraver? the printer, when ordering half-tones, should not only be careful as to size, especially when reductions are to be made, but he should also give proper instructions regarding the screen and, if necessary, send a sample of the stock on which the half-tones are to be printed. The engraver would help the printer by asking for this information, when it is not given, before going ahead with the work.

The printer and the pressman will help each other to a great extent and will save considerable time and useless arguments by getting together whenever a new form is to be locked up — that is, of course, provided the job has not been handled in the office before and the work is of such a character that discussion is necessary. The great majority of the work running through any plant is largely routine and is readily understood by all departments. The only suggestion that occurs to me is, when there are presses of different sizes in the plant, the printer should find out on which press the job is to run before locking up a form.

The same answer holds good as regards the printer and the bindery. The printer should find out, when there are folders of different makes in the bindery, on which one the job is to run. This is a recognized rule in all well-regulated printing-plants, and it would seem incredible that a form would be locked up, whether it is machine or hand fold, before consulting the bindery. Very often it is necessary to have forms folded by hand on account of the crowded condition of the machines, and for this reason there should be the proper coöperation between the bindery and printing departments.

C. C. MULLER, REELECTED PRESIDENT OF SOUTH CAROLINA MASTER PRINTERS' ASSOCIATION.

At the fourth annual meeting of the South Carolina Master Printers' Association, held during the first week of July at Chick Springs, C. C. Muller, of The State Company, Columbia, was reëlected president for a third term. J. C. Keys, of Greenvills, was elected vice-president, and J. H. Hamel, of Kershaw, secretary and treasurer. The Executive Committee for the next year will consist of O. K. Williams, of Rock Hill; Harry L. White, of Spartanburg, and John J. Furlong, of Charleston.

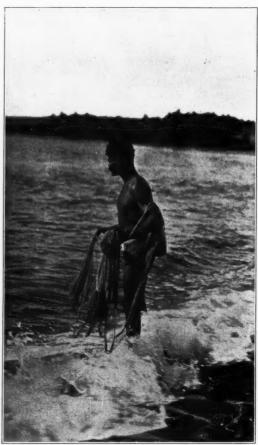
Resolutions were passed adverse to the establishment of a printing-plant by the State of South Carolina, it being the conviction of the members of the association that the State will find it more economical and satisfactory to have its printing done by contract.

A protest was voiced against the free printing by the United States Government of stamped envelopes. It is stated that this custom has been estimated to deprive the printers of this country of \$5,000,000 worth of legitimate business a year, this loss being chiefly to the country newspaper offices and printers in small towns. The members

of the association were urged to take up the matter of the repeal of this law with senators and representatives in Congress.

The association approved the custom of meeting at the same time as the State Press Association, but decided hereafter to have a separate program and to meet at different hours.

The necessity of a monthly publication was brought to the attention of the members, and the Executive Committee was instructed to go into the matter of reëstablishing *Pointers*. This little publication had a life of about three and a half years and did much good work in building up and keeping alive the association.



Photograph by R. J. Baker.

A Hawaiian Fisherman Courtesy of J. P. Gomes, Jr., Honolulu, H. I.

CAN YOU MATCH IT?

A Chicago traveling man tells of the proprietor of a small town hotel who is reckoned the meanest man in the county. He kept everything under lock and key, and there was no chance for the casual caller to get newspaper, pen, ink, soap, or anything else free.

One day the proprietor saw a telegraph boy who had called with a message looking at the old timepiece which hung on the wall. The next day a large sign hung over the face of the clock. It read:

"This clock is for the use of the guests of the hotel only."



BY J. L. FRAZIER.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Not infrequently the printer is called upon to get up something in the way of printing which will stand apart from the ordinary run of typographic work and gain in effectiveness because of this distinction. To this end hand-lettering is often resorted to, but in the vast majority of cases the expense of that process, as well as the want of a competent letterer, makes this impossible. In those cases the reverse plate comes to the rescue with its variety of possibilities.

In the reverse plate the lettering, type or decoration is cut into the surface of the plate, and when printed the type-lines and decoration appear

in white, or the color of the stock used, the background being printed in a strong color or a tint, as the occasion demands. It shows as a negative rather than a positive print.

Because of the increased effectiveness it is most frequently employed on posters, window cards, envelope stuffers, and quite frequently in newspaper and magazine advertisements where the advertiser wishes his display to be distinctive from the other advertisements in the paper. In such cases a strong color is employed. On the newspaper page the white letters against the black background printed from the ink afford the strongest possible contrast. On commercial work red, green, blue and violet are com-

monly used — the red most frequently — for the reason that many consider, and rightly too, that the flashy colors add an effect which more urgently demands attention. We are showing three designs herewith, an envelope-stuffer, Fig. 1; a cover-design, Fig. 3, and a blotter, Fig. 4, merely to illustrate the possibilities of this field of endeavor. While rot



printed in as striking a color as their individual demands call for because of the necessity in this section of suggesting also the possibilities of tints in other examples, the printer's understanding and imagination should aid in suggesting their possibilities when properly printed.

Reverse plates can also be employed advantageously as backgrounds for title-pages, booklet-covers, etc., and border or decoration can be shown in reverse, the type-matter being printed over the impression of the plate. On such work a tint is better than a strong color, not only because of the delicate artistic appearance it affords, but also

because of the necessity for contrast between the background and the type printed thereon. In Fig. 2 we show an example of this character with the decoration showing in reverse and the type printed in a stronger color on the tint background. The example itself furnishes the best possible evidence of the advantages of this plan.

When a light tint is used, the lines of the decoration or type should be heavier than when a strong color is used, for with a light tint fine hair-line rules and light lines would hardly be distinguishable. The lighter the tint employed, the heavier the lines of the decoration should be. In Fig. 3 we show the character of border best suited to this class of work.

Of course with this plan there is the expense of engraving to be added, but, on small work especially, this is slight.

The job is set just as though it were to be run from the type. It is then locked up so that there will be no warped or crooked lines, and a clean, clear proof is taken. On this proof the size is marked and the outside margins are



Fig. 1.

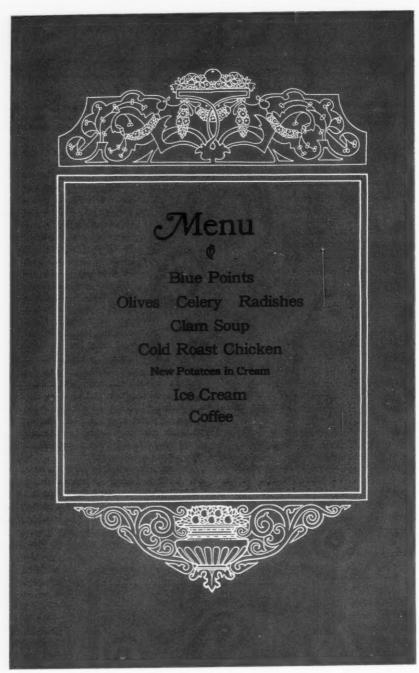


Fig. 2.

indicated, for in reverse plates, when the sheet is to be "bled" after printing, the margin is printed from the plate. The engraver is instructed to make a reverse plate of the form, and when the plate comes from the engraver it is locked up and printed the same as any ordinary job. Of course in those cases where the form is to "bleed," an extra allowance in the stock must be made for the purpose of furnishing a gripper hold and giving the feeder a chance to grip the stock after it is printed without having to touch the printed portion.

It is a good plan to "bleed" sheets after printing, for it gives a solid body color or undertone to the page and intensifies the intaglio

detail, for it is the only white, provided white stock is used. However, if considered advantageous, the reverse plate can be run simply beyond the border of the job and regular margins left around it.

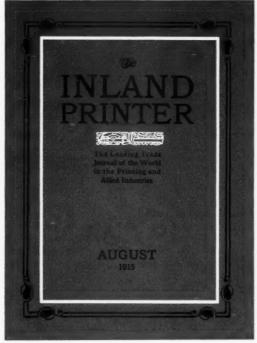


Fig. 3.

son, types with fine hairline light elements, such as Bodoni, Litho Roman, and modern romans, are not adaptable to the process except in the very large sizes. Block-letters and types of the character of Bookman, where the variation in strength of heavy and light elements is not great, lend themselves to the process most satisfactorily and should be used. The best use, however, is with types of comparatively large size and with decoration which, of course, is intended to embellish rather than to be read.

As a means of providing variation to ordinary typework, the importance of the reverse plate can hardly be overestimated.

Discipline.

Discipline means every person in his place,

doing what he has undertaken to do.

Discipline does not restrict personal liberty; it introduces a higher social liberty. It does not destroy personality; it develops it.

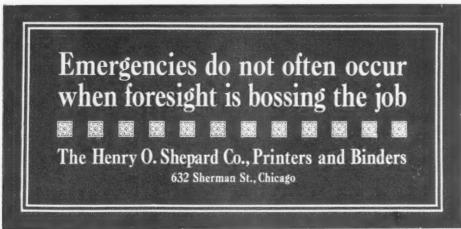


Fig. 4

While the reverse plate offers the printer golden opportunities for pleasing his customers, and by suggesting it to his employer stamps the compositor as one who is alert to the possibilities of his craft, it can not be used on every class of work. Where the type is very small and appears in reverse it is not so easily read as the same letters printed in black upon white or light-colored stock. For the same rea-

An undisciplined person is his own worst enemy. He is like a bull in a china shop.

In short, Discipline is the control of each for the benefit of all.

If managers would take the trouble to explain to their workers just exactly what Discipline is, they might find a decrease in many of their troubles.—

The Chair Man.



HITCHCOCK

SAN RAFAEL

CALIFORNIA



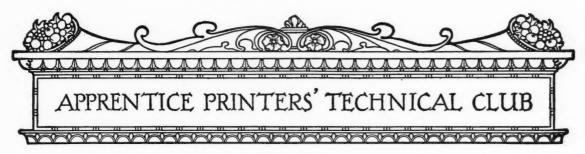


THIRTY. EIGHTH YEAR

CAPTAIN S. P. VESTAL, U. S. A. (Retired)
DETAILED BY THE SECRETARY OF WAR AS PROFESSOR OF MILITARY
Science and Tactics MAJOR S. J. HALLEY, N. G. C., VICE-PRESIDENT GEORGE A. BROADFOOT, SECRETARY REV. G. M. CUTTING, CHAPLAIN REX W. SHERER, PRESIDENT

GEORGE A. BROADFOOT G. M. CUTTING S. J. HALLEY BOARD OF DIRECTORS H. J. ROHDE W. A. RICHARDSON REX W. SHERER GEORGE H. WHITE

Two attractive pages by Taylor, Nash & Taylor, San Francisco, California.



BY J. L. FRAZIER.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value.

Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers'

Technical Club, 624-632 Sherman Street, Chicago.

Some Points on Paneling.

In the division of spaces too many printers seem possessed of an idea that the division should be made into equal parts. As a matter of fact, however, equality is a thing to be avoided in the great majority of

still, ornaments placed in the exact mechanical center between two type-groups. All such cases are incorrect.

We become tired of seeing the same things over and over again, and if forced to do so would come to

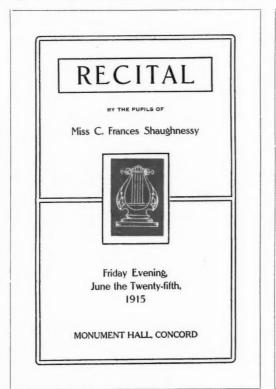


FIG. 1.

The appearance of the page is marred by being equally divided into two parts. The type-lines are unnecessarily scattered.

cases, especially in the division of panels and in the placement of groups of type and ornaments on a page. We often see three groups of type inside the border of a title-page with the center group half-way between the top and bottom groups. Equally as often we see a panel divided into equal parts, and, more often

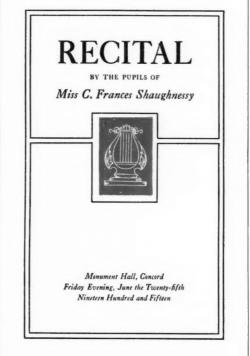


FIG. 2.

An improvement is noted when the page is divided with a view to a pleasing variation rather than equality.

dislike our favorite food if it were placed before us for every meal. The human eye, just as the human mind and physical being, craves a change — variation. There is interest in variation, and to be effective, type-designs must be interesting. When one speaks of proportion, he refers to this very thing. We are showing herewith (Fig. 1) a programcover in which the page is divided into two equal parts. Furthermore, the space between the ornament and the top group of the lower section is equal to the space between that group and the bottom line. The space between the ornament and the bottom line of the upper section is equivalent to the space between all lines in that section. The compositor was very careful to attain an equality throughout, and that very thing stands in the way of the effectiveness of the job.

Alongside (Fig. 2) we are showing the same copy rearranged along the lines suggested, and it does not require a second glance to note the improved appearance. In this example the variation is pleasing, being sufficient to be readily noticeable and yet by no means

An Outline of Some of the Services It is Per-

forming for Mankind

An Address made before The Akron Rotary Club by Mulford Wade on November 9. 1914

MULFORD WADE. District Accent
THE EQUITABLE LIFE ASSURANCE
SOCIETY OF THE UNITED STATES
713 Second National Building

Akron, Ohio

Booklet-cover by Ellsworth Geist, Akron, Ohio.

too great. A safe rule to follow in this respect is on the basis of two to three—two parts in the upper section to a corresponding three parts in the lower section.

Another thing in regard to Fig. 1 is the needless paneling of the main display line because of a fancied belief, perhaps, that it should be longer, or occupy more space, and that the rules caused it to stand out with greater prominence. As a matter of fact, the rules handicap the effectiveness of the word, throwing a muffler about it, so to speak.

A false notion also was responsible for the ideal that it was necessary for the line to be made longer. Without the rules about the word, it could be lowered and the two following lines grouped more closely so that the marginal spaces between the type-group and the enclosing rule would be uniform. The apprentice, when he feels that it is necessary to do some-

Banquet given by
The University of Michigan Alumni
Association of Akron and
Vicinity

April Sixteenth Nineteen Hundred and Fifteen



At the Portage Hotel

Another of Geist's attractive pages.

thing of this sort, can not do more toward educating his eye to the beautiful in typography than to take proofs both ways and study them from all angles.

Review of Specimens.

The Right Angle, a boys' paper printed by apprentices in the Rochester Shop School, Rochester, New York, is in every way a creditable publication, and only slight, unimportant faults could be pointed out.

ELLSWORTH GEIST, Akron, Ohio.— We are keen admirers of your elever work, and in the specimens set in Caslon you have furnished your firm with some remarkably good composition. Two of your jobs are reproduced.

R. T. RICE, Chicago, Illinois.— Your lettering is improving rapidly, and the circular title-page for the Mandolin and Glee Club Concert is very pleasing, although we believe a spot of harmonious and appropriate decoration would add materially to the effectiveness of the page.

JOSEPH L. HILL, Port Colborne, Ontario.— All of your examples are models of neat, simple and attractive composition, the only fault being with your material, which is in some cases badly worn and none too pleasing in design. Work with the Cheltenham Old Style as much as you possibly can.

Leo Smith, Bucyrus, Ohio.—Your advertisements could be improved, first of all, by employing plain rule consistently as border rather than the decorative borders, which are in some cases too light, in others too heavy, and in all cases almost so prominent as to demand the greater part of the reader's attention. No serious fault can be found with your display, which is generally good.



BY J. L. FRAZIER.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat. If rolled they will not be criticized.

Some especially attractive blotters have been received from the Bush-Krebs Company, Louisville, Kentucky.

BLOTTERS from The Fred J. Ringley Company, Chicago, are in the high-class style characteristic of all this firm's product.

George Stein, New York city.— The letter-head for "No. 6" is attractive, but could be improved by centering the names of the officers over the name of the office they hold in all cases.

raises it far above anything which could be accomplished with type. We are showing herewith a reproduction of this card, but on the white half-tone stock we are compelled to use the work does not show as advantageously as it does in the original, printed in green and orange on rough green card-mount. Your booklet cover, "Books About Printing," is very neat and attractive in appearance. However, we believe an improvement would

SAVE the FOREST

You are within a NATIONAL PARK and are no doubt impressed with the grandeur of the scenery and delighted with the evergreen forests. These are beautiful today, but may be desolate to-morrow unless you are careful in the use of fire. Your campfire, lighted match, cigar, cigarette, or the live ashes of your pipe may destroy many square miles of trees, shrubs, flowers, ferns, bird nests and other interesting things. Therefore be careful with fire in the woods.

J.B. HARKIN

H.W.L.

Commissioner of Dominion Parks

Admirable hand-lettering, a wall-card designed to be hung in guests' rooms of Canadian hotels
By Harry W. Leggett, Ottawa, Ontario.

HENRY S. EDDY, New York city.— Your June calendar is very attractive. Personally, we would prefer to see more daylight on the girl's face.

1. M. Harris, Brooklyn, New York.—The specimens are all good, and we are particularly pleased with the circular entitled "Do You Know?"

AL. M. LANGAN, Munising, Michigan.—The use of rules which do not properly join, and too dark a red in printing, mar the appearance of your blotter.

THE BENNETT PRINTING COMPANY, Lima, Ohio.—Your letterhead is decidedly interesting and should provoke favorable comment for a time, but could be used too long.

HARRY W. LEGGETT, Ottawa, Ontario.— Always keen admirers of your clever lettering, we have never seen any of your work which quite comes up to your latest endeavor, a hand-lettered card entitled "Save the Forest." The uniformity of the lettering throughout is almost typelike, and yet there is that touch which

result if the subjects embraced were arranged one to a line, in the interests of greater legibility, and also if the item, "we also fill," etc., were set in italic, inasmuch as so many capitals of so nearly equal size give a suggestion of monotony. Especially is this true when the items are manifestly of varying importance.

ECLIPSE ELECTROTYPE & ENGRAVING COMPANY, Cleveland, Ohio.

— We admire your attractive set of poster stamps very much indeed and have no suggestions to make by way of improvement.

A. GUSTAFSON, San Francisco, California.— The cards for Messrs. Wilson and Smith are interesting indeed, and if informal arrangements were desired, no serious fault could be found with them.

EUGENE COTTERMAN, La Junta, Colorado.— Had plain rule been used instead of the decorative border on the cover-page, the program for the Music Study Club would have scored high, although, personally, we do not admire the bold-face headings as set on the machine. J. J. GUTHRIE, Galveston, Texas.— As usual, your specimens interest us very much because of their simplicity and neatness. A program title-page is herewith reproduced.

THE TROTT PRINTING COMPANY, Billings, Montana.—The mailing-cards are very good indeed, but on the one entitled "Procrastination is the Thief of Time" the red is too dark and could be improved by the addition to it of a little yellow.

Programme
Studio Musicale
By Pupils of
Mrs. David English
Schoolfield

June Fourteenth
Nineteen Hundred and Fifteen
Galveston

Program title-page by J. J. Guthrie, Galveston, Texas.

Tom Carrigan, Defiance, Ohio.—While so many capitals crowded as they are do not enhance legibility, the letter-head is otherwise satisfactory, considering the theatrical nature of the business.

As Interesting a set of poster stamps as we have seen has been received from Foster & Parkes Co., Nashville, Tennessee. All are strikingly original, wholly different from anything we have previously seen.

EARL E. ARMBRUST, Hamilton, Ohio.— Stationery items for the Ser-File Company are interesting because of their originality, and are attractive as well. The uniformity of the several items is a commendable feature.

W. W. DRUMMOND, Marshall, Missouri.— The specimens you have sent us are very neat indeed, consistent in their good quality with work previously received from you. If any difference is apparent, it is in the direction of improvement.

MOORE PRINTING COMPANY, Oil City, Pennsylvania.— The blotter would be improved if plain rule were used instead of the decorative linotype border and if the perpendicular cut-off rules inside were joined to this rule border at top and bottom.

C. W. CHADDOCK, Salina, Kansas.— The slip is much better as you have set it in ten-point, and with fourteen-point headings, than if set in smaller type and black-face headings of the same

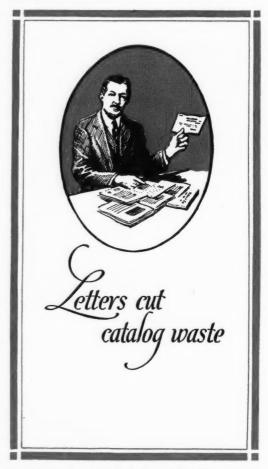
size as the body. It is not crowded as it stands, and to set it in eight-point would make it less legible.

THE EDGEWATER PRESS, Chicago.— Your blotter is interesting in treatment and well written. We would prefer four-point rule beneath the heading, and this placed two points lower. The telephone list is good and should be productive of some business.

LEVI L. SMITH, Bonner Springs, Kansas.— You turn out a nice line of work, far and away ahead of the average small-town printing. A little yellow added to the red in The Peerless Clothing Company letter-head would improve its appearance materially.

ROBERT RAWSTHORNE ENGRAVING COMPANY, Pittsburgh, Pennsylvania.—We admire your set of poster stamps very much indeed, not merely because of their design, but more especially because of the unusual (for poster stamps) and pleasing combination of colors—gray, black, buff and a tint of blue-violet.

W. B. PITTENGER, Mount Morris, Illinois.— The entertainment program-booklet for Mount Morris Typographical Union, No. 681, is very attractive. We regret that a color separation can not be made in order that we might show a reproduction of it to our readers.



Interesting first page of folder by Louis A. Braverman, with the Heintzemann Press, Boston, Massachusetts.

FROM Louis A. Braverman, of the Hintzemann Press, Boston, Massachusetts, we have received a collection of folders, booklets, etc., exceptionally handsome specimens of typography and hand-lettered design. Any faults found in them would be matters of personal taste, for in design, harmony and the mechanics of typesetting there are none to point out. A folder is herewith reproduced.

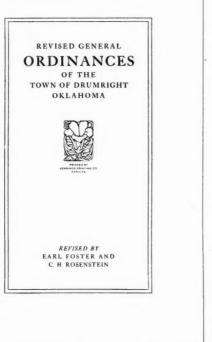
George R. Engler, Fremont, Ohio.—Your letter-head for the Masonic Temple Association is well arranged, but our personal preference would be for a lighter face of type than Cheltenham Bold, especially for printing the names of officers and trustees. We prefer the arrangement without the geometric squares.

W. C. MARKHAM, Baldwin, Kansas.—The idea of printing, in a tint, in the lower left-hand corner of your statements and letterheads, a cut illustrative of some printing-shop operation is a good one, and the fact that you have used a variety of illustrations will no doubt interest recipients. The work is well done.

"KING'S COURIER," a brochure issued by George W. King & Son, Worcester, Massachusetts, is a highly satisfactory piece of work, the cover-design, an illustration of an old-time courier in full armor riding forth from a huge castle, being very appropriate and interesting. Mechanical work is in every way satisfactory.

THE CORDAY & GROSS COMPANY, Cleveland, Ohio.— The booklet, "A Valve Department," is very attractive and represents excellent work throughout. We do not admire the lettering on the cover, which is rather unattractive and at the same time too weak. The offset work on the inside pages is all that one could desire.

Minden Courier, Minden, Nebraska.—The loose-leaf statement is very good indeed, but the main display line should have been lowered about four points. There is too much red on the rate-card, the warm color predominating, whereas it should occupy only a minor portion. The border is too large.



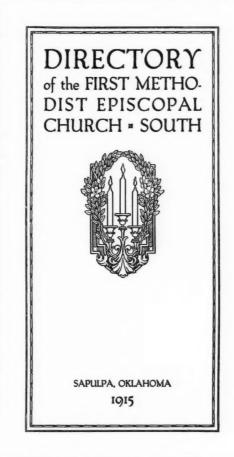
Dignified title-page arrangement by Claude W. Harmony, Sapulpa, Oklahoma.

W. W. DRUMMOND, Marshall, Missouri.—The circular is very satisfactory as to composition, but with the three lines at the bottom printed in red ink the rules surrounding them should have been eliminated. To surround a line printed in red with a rule panel printed in black or a stronger color always gives an ill effect.

L. F. Widman & Sons, McGregor, Iowa.—While your letter-head is neat and undeniably attractive, the white space is not

evenly distributed as it should be, there being considerable more at the left than at the right. Endeavor to arrange your designs so that a uniform amount of white space will be apparent in relative parts.

A. P. Andrews, Bruce, Wisconsin.—There should be six points additional space directly above the main display line in the Anderson letter-head; otherwise it is a very satisfactory



Booklet-cover by Claude W. Harmony, Sapulpa, Oklahoma — a pleasing harmony between type, border and ornament being its chief claim for distinction.

heading. The blotter could be greatly improved by setting the items in the outside panels smaller, so that the display features could be given greater prominence.

LLOYD T. PAGE, Buena Vista, Virginia.—Too many type-faces are used in the envelope corner-card, and we would suggest that you avoid altogether panel arrangements of corner-cards, as they are difficult to execute successfully. The bill-head is too crowded, and if the names of the firms were set in narrower measure and placed at the outside edges of the form, the white space gained in the center would improve it decidedly. Too many type-faces here, also.

CLAUDE W. HARMONY, Sapulpa, Oklahoma.—The hand-lettered cover-page for "The Kodak," annual of the Sapulpa High School, proves that you are proficient in that line as well as in typework. Personally, the colors seem flat, but others might admire them. We believe a richer, stronger violet would, by contrast, cause the gold to stand out better and thus cause your clever lettering to show to better advantage. We are showing two of your attractive type-designs.

C. W. Hickox, Northfield, Minnesota.—The "Church Annual" is well handled in every way, but the title-page could be improved materially by setting the catch-line "of the" in six-point, eliminating the rules from either end of it, raising the ornament about two picas and by raising the lower group six points—several changes, but slight ones easily made. The bill-head is very good indeed.

FRANCIS A RTHUR NORTHRUP
SPECIAL CREDIT & SALES MANAGER
527 Wart Fire State
CHICAGO ILLINOIS

Simple, dignified arrangement of a letter-head by B. W. Radcliffe, Macon, Georgia.

"What Happened on the Fourth Floor," an especially attractive folder, announces the consolidation of the printing firms of Crippin & Hargitt and the Anchor Printing Company, both of Indianapolis, Indiana, into The Consolidated Printing Company. If the run of the firm's work comes up to the standard of the announcement in attractiveness, there will be no great difficulty in keeping the presses busy.

Tom Carrigan, Defiance, Ohio.—The arrangement of the cover for The Litquick Gas Lamp Company is very good, but you ran the red so thick in the outline letters that the black would not cover well when printed over it. With a little yellow in the red to counteract the effect of its being darkened when surrounded by black, as in outline letters, and with this run lightly, the improvement would be great.

CHARLES B. KLINE, New York city.— On the title-page, "Specimens of Type, Border, Etc.," the decorative border does not harmonize with the type-face in shape characteristics, and in spite of the fact that it is lighter in tone than anything else on the page, you have printed it in the weaker color, thus increasing the tonal variation. With this border removed the page would be quite satisfactory.

J. F. TUCKER, New Philadelphia, Ohio.—"The Man Who Quits" is an especially attractive folder, and the poem is interesting and a sure enough inspirant of "pep." Personally, we would much prefer larger margins at the outside and top of the "Quality versus Price" folder, especially since the bottom margins are so large. There are too many capital lines in the first page, considering the nature of the matter.

B. J. UHLEN, St. Louis, Missouri.— The cards are subject to minor improvements. On the Maupin card the red could be improved by the addition of a little yellow and, perhaps, by set-

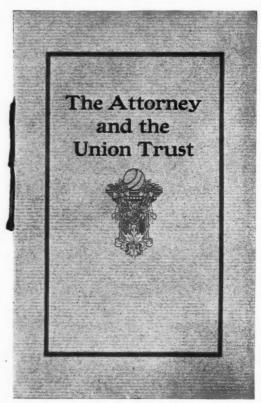
ting the name one size larger. A single rule beneath the main display of the Whitlow-Stark card would be better than parallel rules. The Kendall card is interesting, but is not unified, owing to the separation of the copy into so many groups.

HIBBERD PRINTING COMPANY, South Bend, Indiana.— The calendars are very satisfactory, but we would call your attention to the fact that the side margins are much too great, considering the small marginal space at the bottom. We also feel sure that if the matter at the top of the July calendar had been set in one measure, in accordance with the space, without any part encroaching on the flag, the effect would be decidedly improved.

W. H. Eckels, Corydon, Iowa.—By way of improving the letter-head for the Corydon Bottling Works, you could have set the small matter, all except the main display line, in some face of type more legible than text. Text type is very satisfactory as display, but in its small sizes is rather illegible. Had the cut of the bottle been printed in a weak tint it would be much better, owing to the fact that it was necessary to write over it.

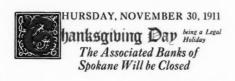
J. F. HOLTMAN, Chicago, Illinois.—Your program for the Photoengravers' convention is a highly satisfactory production. We do not admire the geometric squares at either end of the cut-offs below the running-heads, and we are certain that one plain rule below the main display line on the title-page would be preferable to the border-and-rule combination.

ONE compositor who has come to the front in a very few years, and whose work appeals to us as among the very best



Handsome booklet-cover, materially aided in the original by beautiful stock, only a hint of which can be given in the reproduction. By Stutes, Spokane, Washington.

we see, is B. W. Radcliffe, who is with the J. W. Burke Company, Macon, Georgia. Mr. Radcliffe frequently sends us letter-heads, printed from Forum capitals on gray bond stock, which are very near the limit of effectiveness possible in type-work. One such is herewith shown, but the reader sees the typography only and loses the beautiful effect produced by printing the design on gray antique stock.



Orders for Currency Shipments or Transfers of Funds Should Reach Us Before 3 P. M. of the Previous Day

Unusual arrangement of a card by Stutes Printing Concern. Spokane, Washington.

JOSEPH A. WEIS, Springfield, Illinois.— Avoid the combination of extended Lining Gothics with text letters, which are almost all of condensed shape. The blotter entitled "Frinting" is very good indeed, but a single four-point rule printed in red would be better than the parallel triplicate rules as used. The other blotter is very neat, but lithotone border can hardly be printed satisfactorily on blotter stock, as it is so persistent in picking up and redepositing the fibers of the stock.

The Sun, East St. Louis, Illinois.— The blotter is interestingly written and satisfactorily composed, but lithotone border should never be used on such rough stock, and to get a satisfactory impression from type on the paper you used it is necessary to lay

Lincoln's Birthday

Friday, February 12th

BEING A LEGAL HOLIDAY
THE ASSOCIATED BANKS OF SPOKANE
WILL BE CLOSED

Orders for Currency Shipments or Transfers of Funds Should Reach Us by Three P. M. of the Previous Day

Another attractive display-card by Stutes Printing Concern, Spokane, Washington.

not set in bolder type than the body-matter. In our estimation, the blue is too weak and red-orange would have been preferable. The covers of these booklets are distinct beauties, and we regret our inability to do justice to them in reproductions. Two cards, which are in characteristic Stutes style, are reproduced. In the original, the Thanksgiving card was printed in dark blue and old rose on gray stock.

CHESTER PENNELL, Des Moines, Iowa.—Remove the decoration from about the two lines printed in color, and use vermilion for the second color, and your letter-head will be greatly improved. Also, while you are at it, insert six points above the main display line. The type-sizes in the business-card are too

GEORGIA BAR ASSOCIATION

ORVILLE A. PARK, Secretary, MACON, GEORGIA



PRINTED MATTER

The 32d Annual Meeting of the Georgia Bar Association will be held at St. Simon's Island, Georgia, on June 3, 4, 5, 1915.

Package-label by B. W. Radcliffe, Macon, Georgia.

......

a sheet of rubber under the top sheet of tympan after the form is made ready. This is because of the fact that the "holes" in the stock are not at the same point in succeeding sheets and make-ready can not overcome the fault.

STUTES PRINTING CONCERN, Spokane, Washington.— Always keen admirers of your original, individual style, we have gone over your last consignment with more pleasure than usual. Particularly beautiful and interesting are the booklets, "The Spokane Foundation" and "The Attorney for the Union Trust," but we regret the fact that in the former a light blue was used for printing the side heads, and especially because these heads were

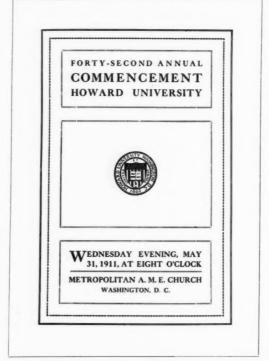
large in proportion to the size of the card. The blotter would be improved if the group in the upper right-hand corner were spread out to occupy some of the waste space below.

A MENU and program of a bowlers' league banquet, printed on a cut-out tenpin, is an interesting item of a collection of specimens received from The Mercantile Printing Company, Honolulu, Hawaii. On another program for the Commercial Club's smoker, the ornament is turned the wrong way. This was manifestly done because in its regular position the base was longer than the line above, but that being the case some other ornament should have been used. The ornament was not

absolutely necessary in this case, as the seal of the club furnished sufficient decoration and the type-lines could have been lowered one pica at least.

D. J. Warsaw & Co., Chicago.— Taken as a whole, the collection of specimens from you is of very high quality, and little fault can be found with any item of the work. You have in several instances, however, used condensed Engravers Old English

too much white space, and there certainly was because of the crowded condition of the upper group, but by your method of overcoming the fault you made it appear worse rather than better. When a number of lines are enclosed in a panel, as in the case of the motto-card, "This is the best day—," the space between the top line and the border or edge of stock at the top, and the space from the bottom line to the bottom rule, should

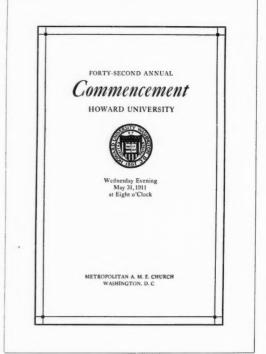


A case of too much paneling, in which the display is materially handicapped because of the profuse use of rules.

in combination with a rather extended Lining Gothic. These faces are inharmonious, and the displeasing effect they produce in combination is to be avoided. The letter-heads and cards represent your best work, your own stationery being very unusual in arrangement.

LEO N. SANFORD, Kalispell, Montana.—In the circular announcement the border is too large compared to the size of the type, and by its prominence overshadows the type. The letterhead, while satisfactorily composed, is not printed in pleasing colors — blue-black for all the type and a blue tint back of the ornament would make a decided improvement, as would also running the main display line and the trade-mark in orange and the remainder of the design in black, with no tint-block back of the trade-mark.

SPECIMENS from the printing department of Howard University, Washington, D. C., are of very good quality. There is a tendency in some cases, however, to use borders and panels to excess. Take, for example, the title-page of the program for the Forty-second Annual Commencement Exercises. You have paneled the upper group, the ornament and the lower group, and, besides, have placed two borders around the page. You were probably possessed of a feeling that there was too much white space, which is a false idea and one which you should discard at once. There can hardly be too much white space if it is nicely proportioned. The page in question is herewith reproduced, and alongside we are showing the same matter reset with a simple rule border only. On the cover for the Constitution and By-Laws of The Eureka Literary Society, the lines at the top should have been spread out somewhat, the dash between the two groups taken out and the ornament lowered about one-third of the way to the lower group. Here, again, your idea was that there was



A simple border — and the type is given a greater opportunity to fulfil the purpose for which it was designed.

be greater in each instance than the space between the lines enclosed. This is true in order that the lines will have the appearance of unity. Your type-specimen book is well planned and satisfactorily printed.

HENRY B. PRINCE, St. Paul, Minnesota.— The letter-head for the C. I. Johnson Manufacturing Company is, with one exception, very good—the short line, "General Dealers in," should be centered, and it would be better to leave the white space, notwithstanding the squared arrangement of the remainder of the design, than to attempt to fill the line with colons, etc., because of the dissimilarity between the points and letters. You should not attempt squared arrangements when makeshifts are necessary in order to square up parts of the design.

HARRY C. MERTZ, Shakopee, Minnesota.—Plain two-point rule as a border for the book-plate would be preferable to the "spotty" border units. The colons and hyphens between the name of city and State are distracting features, a comma and regular space being sufficient, the line to be centered, of course. On the base-ball ticket the copy is not adaptable to a pleasing arrangement with the cut used. Had the last line been full width, the arrangement would have been satisfactory, but the large gap of white space therein and the lack of similarity between the ends throws the whole design "out of gear."

G. E. Ford, Bristol, Tennessee.—The majority of your specimens are very good indeed, and we admire especially the program, "Song Cycle—A Perfect Day," and the catalogue for Sullins College. On the hand-bill for Cleek, the blacksmith, the subordinate matter is set in too large sizes of type. Had the big display lines been left as they are and the subordinate matter set smaller, the headings would have had greater force by contrast and the present effect of congestion would not be apparent.

On the title-page of the Dosner recital program, the condensed and extended types used for the two top lines clash, owing to their variation in shape and tone. This absence of harmony is a serious defect. The job should have been set in Caslon altogether or, at most, Caslon and text.

OWEN E. LYONS, Easton, Pennsylvania.—Wide, and sometimes heavy, borders are too frequently used by you, and in such cases the type-lines are subordinated. Borders have served their purpose when they hold together, make more effective or beaudence of the two upon each other for sequence. The simplest manner of arrangement—centering all lines and with no paneis—would have been best in this case. The idea of this folder, while rather old, is a very good one and should prove of value as advertising. The violet tint on the receipt is too strong, and the red could be helped materially by the addition to it of a little yellow.

ARTHUR R. EDICK, Johnstown, New York.—The use of rule needlessly is your most serious fault. Take, for example, your

Closing
Exercises
McDonogh School
Number 9



June the Eleventh, Nineteen Hundred and Fifteen

Display is best read when arranged in lines of related words. This otherwise attractive title-page loses in effectiveness because no distinction is given the several items.

tiful the designs they enclose, but when they go beyond that their use proves a menace to good work. Of the specimens sent us, we admire most the program for Trinity Church, "Services for Lent and Holy Week." An improvement would result if the rules, needlessly placed above the name of the rector, were removed. As a whole, however, your work is satisfactory.

Wallace E. Brown, Springfield, Massachusetts.—On the second page of the program for the Eighth Banquet of the Connecticut Valley Club of Printing House Craftsmen, the cuts should be moved toward each other so that the white space on the page would be more evenly distributed—otherwise the program is very satisfactory. The title-page to "The Massasoit" would be much improved if the extra corner-pieces in the panel enclosing the cuts were not used. Personally, we can not see the need of letter-spacing the words "published by" thereon. The remaining specimens are good.

ROBERT E. CRANE, Rockdale, Texas.— Type-lines should not be printed in light tints, at least unless they are in very large sizes. On the little folder, "How We Lost a Customer," the title and the preceding words are not close enough, considering the dependent

CLOSING EXERCISES

Mc DONOGH SCHOOL No. 9

JUNE 11, 1915

A rearrangement of the design opposite, in which the several items are easily distinguished, and in which consideration is given in display to their relative importance.

very attractive blotter, "Correct Printing," and with a knife scratch the rules away from either end of the signature line. Lay this one on a table beside one in which the rules remain and note the improvement. More often than not, lines which we at first think should be full measure need not be so at all. If, on the blotter, "Two-thirds of Life," the corner-pieces and the hairline rules extending therefrom were eliminated a decided improvement would be apparent. Try your knife on this—and do not "overdo."

LARUE PRINTING COMPANY, Jackson, Michigan.— Because of contrasting light and black face letters, and the several colors used, the "Pleasant Days" blotter is spotty in appearance and therefore not satisfactory from an artistic standpoint. The use of the initial "P" in the lower left-hand corner is not pleasing, and we doubt if it has any merit as an attraction. The execution of the blotter could have been simplified and beautified at the same time by not using the rule below the main display line, which is the only item printed in the third color. The February blotter is excellent, and the June number would be improved if a lighter tint and a darker brown were used.

PRINT SHOP TALK The Megerne of Low Princing Published by the Princin' Board of Trade, Lin Sugaries

Type with a Conscience

AN Editorial on the Printer's Responsibility for keeping his Type Clean and having it shown an Homest Face

HEN Mr. A. M. Gunnaulus returned to a liberal use of the lye bound. It means a thorough "Red" Clark the manuscrept of a pumphles acridbing out of all possible deciri or trackery or vile of his speech against Churc Sebastan, he said nens. Happily, most ponters can look then type in the wouldn't disgrace his type with printing such stuff. the face of the end of the day's work and not be the face of the end of the falsons when

Most printers in Len Angeles could duplicate this incident out of their own reperence. They are taking the same stand on questionable jobs and are becoming more and more searthing in their questioning of the character of the jobs they are asked to print.

If penning gold cereficates is not considered good form, what whose gold bend, cereficates? It is not because such a trade as that mentioned might powe libelous, but because there is such a thing as the printer's responsibility to the public for the morelity of what he penits.

The days when the exist.

Newspapers are necessing a more or less close cannot skip on their ads. California, in laine work other attent will soon have a fraudulent advertising statute which will help the "fresh" slet along. How far to carry this questioning of a customer copy is a matter of indrodual palegment. Mere pery dice or personal preference is not a sound crietone Most quantisms have two sides. It is rectainly not the point's province to take sides on every quantism. But where the issue is as dear as in the case of the California.

A service of the serv

ter with the control of these enterposes in also distinct. In the claims of instances and measinry we have the claims of the cla

Customers perfer to do business with a printer whose type is not accustomed to bring used on printing of a questionable kind. A questionable pole tants every other pol in the house, and customers know this. They prefer to run no rus do concusjon.

The consideration of keeping our of jail may inflat.

Attractive arrangement of text-page. From Print Shop Talk, organ of the Los Angeles Printers' Board of Trade.

THE June issue of Print Shop Talk, published by The Printers' Board of Trade, Los Angeles, California, is a handsome brochure, enclosed in an effectively designed cover and carrying tipped-on exhibits of fine work of the members. No fault can be found with the manner of its mechanical execution, and we are showing one of the attractive text pages.



Cover of booklet advertising line of papers by The Paper Mills Company, Chicago.

ESKEW JOB PRINT, Portsmouth, Ohio.—We note a tendency toward a too frequent use of geometric squares as decoration in your work, especially so since in several instances they are printed in a stronger color than the type-lines and other items, thus causing them to stand out with undue prominence. Take, for example, the folder title-page, "One Pass," printed by you for the Whitaker-Glessner Company. In it the rules of the border and the light-face type are printed in a comparatively weak gray, whereas the geometric squares in the corners and below the type-group are printed in a dark gray which is practically black. On looking at this page the squares demand all the attention, and their effect is distracting when so used. With the squares printed in the weaker color, the page would be much improved. The other specimens are high-class and stamp your firm as a house of quality.

Only Two Days in



Indiana Newspaper Conference

INDIANA UNIVERSITY BLOOMINGTON

Be Here on These Dates

Interesting mailing-card, illustrating a means of advising prospective attendants of the dates for a meeting.

R. W. VAN VATER, Bloomington, Indiana.—The specimens you have sent us, the product of the printing department of Indiana University, are, as a whole, very good. We note, however, a tendency to use extended and condensed types together in the same job, which practice should be discontinued in the interests of harmony. Then, too, we note that when there is but a small amount of matter on a page it is centered, perpendicularly. There is an optical illusion which causes lines and groups so placed to appear low, and to counteract this effect it is a good plan to place them at least slightly above the center. The same is true when there are three type-groups on a page, as on the title-page of the program for Fathers' Day at the Sigma Chi fraternity house. The center group here should be raised in the interest of proportion, as well as to overcome the illusion mentioned. A good rule is to have the space below such middle groups equal five parts to a corresponding three parts above. Make your panels serve a purpose, and if they do not add in display, classification or in making the design more legible, do not make use of them.

THE MACK-ELLIOTT PAPER COMPANY, St. Louis, Missouri, from time to time is sending out dummy suggestions for booklets and like work as advertisements of its papers. The inside pages are blank, but the covers are always printed from attractive designs. In one of these, recently received, prepared as a suggestion for a piano booklet, the decorative border and the ornament were printed in white with a touch of yellow, and the remainder of the design in dark blue on blue stock.

M. M. Shellhouse, Liberty, Indiana.—The larger part of your specimens are excellent in every respect, but we are particularly pleased with the title-page for the "Aida" program and are having it reproduced here as an example of plain, attractive typography. The original, printed on antique stock, showed to much better advantage. Avoid the use of italic capi-

Arion Choir Concert

Miami University

"AIDA"

Opera in Four Acts by Giuseppe Verdi

Given Under the Direction of the Department of Music

Friday Evening, May Fourteenth

The Auditorium

Simple but highly satisfactory program-title by M. M. Shellhouse. Liberty, Indiana.

tals, especially when enclosed in panels. The ornaments in the corners of the border on the Delta Upsilon cover-page do not add anything to the appearance of the page, but detract because of their dissimilarity in form and their use without reason. The line, "Petition of," on the cover of the Omega Psi Rho booklet, crowds the line below too closely, and at least one more lead should be placed between. Personally, we would prefer to see all the lines of the upper group on the Simplex Indicator booklet-cover centered instead of set flush to the left.

B. G. Gustafson, Red Wing, Minnesota.—Interesting and attractive are the specimens you have sent us, perhaps the most attractive of which is the cover-page, "A. E. Boyums Biografi," the type and decoration of which harmonize very pleasingly. It is reproduced on this page, but of course the reproduction does not do justice to the original, which was printed in gold on a dark cover-stock in imitation of leather. On the cover for the brochure, "Refined Business Stationery," the marginal spaces at the top and sides of the upper group show too great a variation. Of course the tipped-on half-tone had to be kept above the center of the page, which made it necessary to crowd the first line of type too near the top border. To overcome this fault we would suggest tipping the half-tone print at the top,

BIG Feature Show

In a Wonderful 3 Reel Lubin Feature 'RATED AT TEN MILLION' And 'Taming of Rita' Vitagraph Comedy.

Also Illustrated Lecture by
WALLACE R. STRUBLE

With 3,500 feet of moving pictures of The Inland Empire, Columbia River, Celilo Canal and Astoria by the Sea showing construction of 11 Miles of Government Jetti s

ADMISSION 5 & 10 CTS.

PASTIME

TO-NICHT THURSDAY

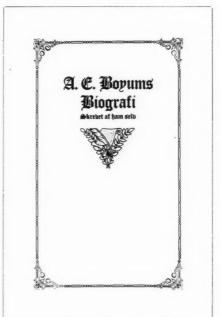
To-morrow Friday Broadway Star Feature:

'PAWNS OF MARS' 8 Reel Vitagraph.

SUNDAY CHARLIE CHAPLIN IN THE TRAMP

The proprietor of this moving-picture theater owns his print-shop and does his own printing.

the marginal spaces at top and sides of it to be equal. Then, by placing the main display group below the tipped-on sheet, marginal spaces could be kept pleasing and balance secure



Booklet-cover design by B. G. Gustafson, Red Wing, Minnesota.

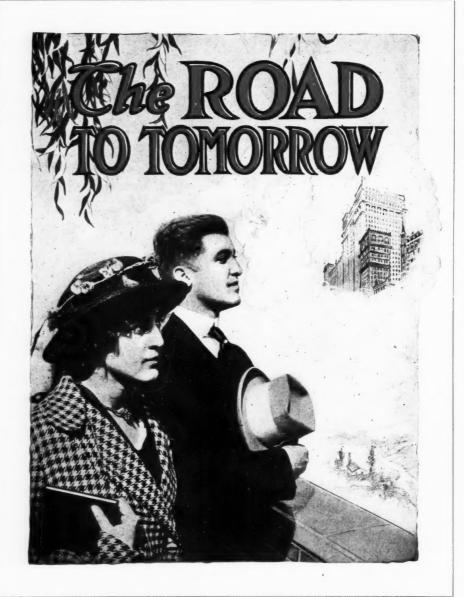
because of the high placement of the sheet. We believe a somewhat brighter color for the solid part of the letters on the cover for the Red Wing Sewer Pipe Company booklet would make it much more attractive.

YOUNG & MCALLISTER, INCORPORATED, Los Angeles, California.

— "The Road to Tomorrow," printed by you for the Los Angeles
Business College, is effective from start to finish in an advertis-

FROM the Record Company, St. Augustine, Florida, we have received a copy of the Florida Farmer and Homeseeker, a monthly publication devoted to the interests of that section. Excellent presswork is the chief characteristic, although the composition is clever as well.

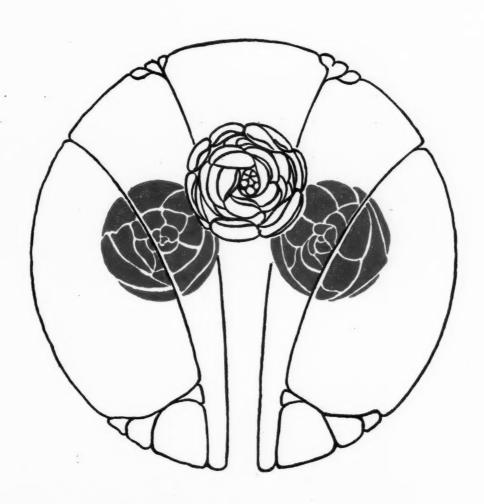
NEWS PUBLISHING COMPANY, Hillyard, Washington.—While your box-label is attractively set, we do not admire the combina-



Striking cover-design for a handsome booklet advertising a business college. By Young & McAlliater Inc., Los Angeles, California.

ing way, and the mechanical work is practically faultless. The handling of the illustrations and the pertinency of the text to them is bound to excite deep interest in young folks bent upon starting a business-college course. We are showing the coverdesign in half-tone herewith. In the original, however, the insides of the letters were printed in red.

tion of types, which have not sufficient similarity to be used successfully together. The effect attained by roughing panels with sandpaper blocks is not pleasing in our estimation, and we are sure nothing in effectiveness is gained. Too many lines are printed in red on your advertising eard, and plain rule rather than the decorative border should have been used.



Announcements Invitations



"Flag Dap"

WILL BE APPROPRIATELY OBSERVED BY GALVESTON LODGE No. 126
ASSISTED BY A PART OF
SECOND DIVISION, U. S. A.

FORT CROCKETT, SUNDAY, JUNE 13, 1915 FIVE O'CLOCK P. M.

INCLUDING TWO REGIMENTAL

HE ATTENDANCE OF ALL ELKS
AND MEMBERS OF THEIR FAMILIES IS ESPECIALLY URGED.
THEIR FRIENDS AND THE PUBLIC
IN GENERAL ARE MOST CORDIALLY
INVITED TO COME ALSO. THIS AUSPICIOUS OCCASION WILL BE MADE
ESPECIALLY INTERESTING BY THE
FAVORABLE SCENES AND SURROUNDINGS AND THE UNIQUENESS OF THE
PROGRAM

THE COMMITTEE



YOURSELF AND LADIES
ARE CORDIALLY INVITED TO THE

Holiday Dance

IN THE SECOND SERIES OF YOUNG PEOPLE'S PRIVATE DANCING PARTIES AT ODD FELLOWS HALL SATURDAY EVENING, DECEMBER 26

MUSIC BY THE CONCERT ORCHESTRA DANCING FROM 8:30 TO 1:00 TICKETS SEVENTY-FIVE CENTS HAROLD V. PETERSON LLOYD A. WALL

Dancing will commence promptly

J. P. JOHNSON COMPANY

new ideas in Draperies, Wall Papers and Decorations, but pay a visit to our establishment, work or the complete interior. (Send us a complete description of your rooms to be plan and estimate upon any part of your decorated, and we will mail you suggeshave our decorator call on you, no matter the new things for every detail of Interior Furnishing, including artistic color sketches color-schemes. (He will be competent to write us about it. (We will arrange to how far away you live, with an exhibit of showing modern treatments of rooms and tions for hangings, with samples and prices. 6125 Commercial Avenue, Boston F you have planned to decorate



ROM September twenty-seventh

man's Academy, 106 Lincoln to October thirtieth I will have on exhibition a large showing of my work in oils at Hill-Avenue, where I cordially invite your inspection. None of the works will be sold or reservations may be made at taken from the exhibit on or between the dates stated, but

ELLSWORTH WEIST

any time.

ANNOUNCEMENT



HE attention of our business associates is called to a change of name and personnel in The H.W.Gardner Co. Mr.Harry W. Gardner has retired from

the business which has borne his name for the past eight years. His interests have been assumed by Messrs. S. W. Crane, former Secretary of the Company, M. H. Graves, former Treasurer of the Company, and J. R. Holmes, former Advertising Manager.

¶ The Company will retain its present address, 18 East Congress Street, Kansas City, as publishers and distributors of high-grade art prints, and will handle the successful publications of other publishers. A capable staff of salesmen is now on the road and will show the new lines to every dealer before June 1.

¶ The corporate name of The H.W. Gardner Co. will be discontinued and hereafter the Company will be known as

CRANE, GRAVES & CO.

Successors to

THE H.W. GARDNER CO.



CHARLES BANGERT

525 MICHIGAN AVENUE, CHICAGO, ILLINOIS

Decorative Upholstery Art Stuffs and Fabrics Interior Ornamentation

ALL those who recognize that environment contributes to a greater joy in life and who seek beauty and harmony as well as service in the things about them are requested to visit us during our Spring Opening week,

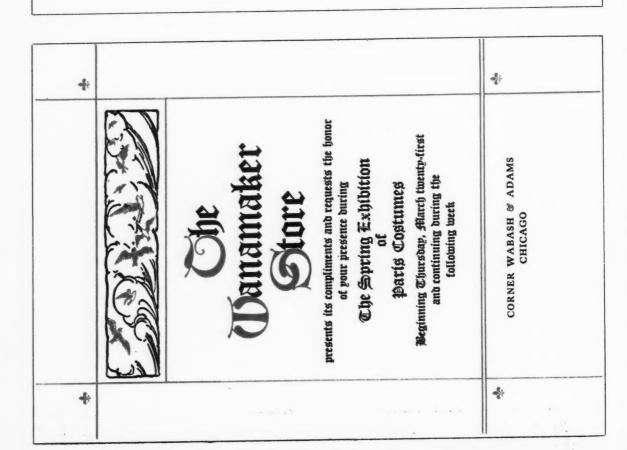
June 12 to 17 inclusive.

UPHOLSTERY
DRAPERIES &
PORTIERES
CRAFTSMAN
MATERIALS
CURTAINS BY
OUR OWN EMBROIDERERS
ART STUFFS
FABRICS AND
COVERINGS

June 12 to 17 inclusive. At that time in addition to our regular stock of high-class articles we will have a new selection of antiques which we bought at a very special price, the benefit of which we intend to give our customers. We will also offer at this time some entirely new

patterns in oriental rugs from Smyrna. Come early while the selection is good.







wring the months of February and March we will hold our annual Binter Sale of Furniture. Amost liberal discount will be offered on every article in our stock. The furniture comprises correct pieces for edery room in the house, in

Sheraton Colonial Deppelwhite Chippendale and Louis XD. and includes fine examples of our own work, as well as a great many new pieces just received from the best makers in the East. We trust you may feel inclined to bisit us and hope to have the pleasure of meeting you personally.

ON.

M. S. Marshall & Co.

T E take pleasure in announcing parlors during the week of March Fifth from two until four o'clock in the afterbe equalled on this side of the Atlantic Ocean. We earnestly solicit your inspecthat we have received a fresh invoice of Fashionable Millinery from our headquarters at Paris for Spring and Summer wear, which will be exhibited on living models at our local display noon. We have the latest creations of the most famous milliners of the old world and we think that it can be safely said that this collection of headwear can not tion of our exhibit irrespective of



whether you purchase or not.

Paris Millinery Emporium Broadway and Sixth Streets CHICAGO



LOWS' HALL ON EASTER MONDAY, BY THE CONCERT ORCHESTRA. TICKETS 75 CENTS. CORDIAL INVITATION IS EXTENDED TO YOURSELF AND LADIES TO BE PRESENT ING PARTY TO BE HELD AT ODD FEL AT A YOUNG PEOPLES' PRIVATE DANC

HAROLD V. PETERSON LLOYD WALL

N. B. THIS IS THE LAST PARTY SCHEDULED FOR THIS SEASON

Exhibition and Sale of

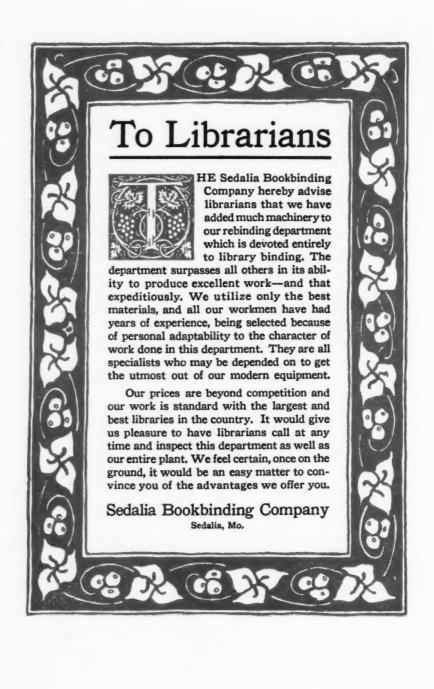
Original Landscape Pencil Drawings

By W. N. Bartholomew, R. A.

Formerly Instructor of Drausing Boston Public School

September Second to September Fourteenth, Inclusive

Foster Bros: 4 Park Square





BY BERNARD DANIELS.

How to Study an Estimate.

Nearly every issue of The Inland Printer contains one or more estimates made at the request of some reader for his own instruction, but if properly studied these estimates will prove very useful to other printers. The hour rates used in figuring may not be exactly those that you believe are correct for your plant, but they are the general average for a large number of well-managed plants. The amount of time allowed for each operation may not be what you would allow at first sight, but is based upon an average found by carefully comparing many hundreds of just such pieces of work, not in gross, but detail by detail. Taking this as the basic thought, sit down and carefully analyze the estimate in this issue and translate the cost into the figures you believe to be correct for your shop.

Study the description of the job and separate it into even finer units than the estimate given, if possible, so that you can be sure that no little cost has been omitted or overcharged; write it out on an estimate blank, total it up and see how great the difference and where, and study the cause of the difference. Perhaps you will find that what you supposed was a high charge according to your shop was a right charge when you allow for some special equipment you were figuring on using and for which the customer ought to pay. Possibly the price you thought low will prove to be all right when you consider that the machine on which you have to run the job will take only a half sheet and that the customer has a right to reasonable facilities and should not be taxed for your lack of them.

Too many readers pass lightly over the published estimates as answers to correspondents in which they have no interest, and indulge in a cynical smile when we have occasion to call attention to the fact that a job has been sold at too low a price.

Read and study the estimates as you do the rest of THE INLAND PRINTER and you will get a new light on the matter of making prices and handling the customer, for as soon as you begin to study your own costs you will look at estimating and pricemaking as a much more important and necessary part of the business than you ever did before.

At Cost or Less.

Those of us who are readers of the daily paper advertising sections are familiar with the expression "at cost or less," and are very apt to smile incredulously and think of those taken in by such talk as poor imbeciles who need a guardian. So be it. But what is your opinion of the printer who actually does sell for cost or less without knowing it? No use to ask you what is your opinion of the buyer who buys at less than cost and comes back with a kick about the high price; we know it; have heard it often expressed in terms more vigorous than polite. But

still some keep on making such prices and losses, as witness the following letter and estimate:

Am enclosing a twenty-four-page booklet which we printed last year for a temperance assembly. Our customer kicked on the price we charged for the work, which was \$60 for 2,000 copies. Would it be asking too much of you to give us an estimate on the work, say for 2,000 copies, 1,500 copies and 1,000 copies? The cuts were furnished by the assembly.

The job consisted of a pamphlet program of twenty-four pages and cover, four pages, saddle-wired, and trimmed to 4 by 9 inches. The composition consisted of nine pages of display, including the first page of cover and eight pages of advertisements, eight full pages of sixpoint type, and eleven pages of half-tone portraits with six-point text. All cuts were furnished by customer.

Here is how the true value figures out:

	Additiona
Stock: 1,000.	500.
Inside, 1 2-20 reams 28 by 42, 50-pound, M. F., at	
5 cents\$ 2.75	\$ 1.38
Cover, 175 sheets Gray West Point, 20 by 25, 65-	
pound, at \$5.60 per ream 1.95	.97
Handling stock, 10 per cent	.24
Cutting stock before printing, ¼ hour	.10
Composition:	
Hand, 9 pages, 18 hours, at \$1.25	
Machine, 19,275 ems 6-point, 6 hours, at \$1.60 9.60	
Make-up, 28 pages, 6 hours, at \$1.25 7.50	
Lock-up, 1 24-page form, 3 hours, at \$1.25 3.75	
Lock-up, cover, 1 4-page form, ¼ hour	
Make-ready:	
1 24-page form, 28 by 42, 5 hours, at \$1.75 8.75	
1 4-page form, 81/4 by 19, 1 hour, at 95 cents95	
Running:	
1,000 sheets 28 by 42, 1 hour, at \$1.75 1.75	.88
1,000 sheets 81/4 by 19, 11/4 hours, at 95 cents 1.19	.59
Ink:	
2 pounds of black, at 50 cents 1.00	.40
Binding:	
Fold 1 16-page and 1 8-page sheet, 5 folds by hand,	
6 hours, at 40 cents 2.40	1.20
Fold cover, 1 fold	.20
Inserting (3 pieces handled), 2 hours, at 40 cents80	.40
Wire stitch, 2 wires, 2 hours, at 80 cents 1.60	.50
Trim, 1½ hours, at \$1	.60
Pack and deliver in same town 1.50	.50
Total cost of job	\$ 7.96
Add 25 per cent for profit	1.99
Fair selling price\$88.67	\$ 9.95

According to these figures, the correct selling price for two thousand of these programs would be \$107.57, or, say, \$107 even. One thousand ought to be sold for \$88.50, and fifteen hundred for \$97.50. Yet the two thousand were sold for \$60 and the buyer had the nerve to complain that the price was high.

Some may contend that being produced in a country shop the cost would have been less, which is extremely doubtful; but granting that a country shop had an advantage of ten per cent and could produce the job at a net cost of \$63.85 for the first thousand and sell it at twenty per cent additional for profit instead of twenty-five, the selling price would have been \$76.62 for one thousand and \$93.80 for two thousand, or more than fifty per cent higher than the price for which it was sold. And this price for two thousand would have contained a profit of only \$15.61.

Here is a case where the printer would have been better without the job, as he must have made a loss of about \$18

when he sold it at \$60.

Standard Estimating.

From every side we hear charges of price-cutting by one printer against another, and at a first glance there seems to be no doubt that the charges are true from the evidence of the letters of quotation written by the supposedly guilty parties to prospective customers. But when we go more deeply into the matter and begin to make careful inquiries as to the character of the job that each proposed to give the buyer, and his manner of estimating the cost of that particular kind of work in the quantity on which price was made, doubt as to the intention of cutting prices enters our mind and it looks like another case of ignorant competition.

In saying ignorant competition, we speak advisedly, though many of the competitors feel that they know more about figuring and competition than the editor. It must either be that or a deliberate attempt to deceive themselves and their business associates, which is unthinkable, as there is no real motive for it. No sane man consciously attempts

to lose money for the fun of it.

In printing-plants all over the land there are men attempting to estimate on all kinds of printing by making their personal guess as to the amount of labor that will be expended upon each individual job, or by their judgment as to the accuracy of their workmen's or their foremen's guesses on the same points. They refuse to accept any system of average measurements, and even refuse to calculate and be guided by the average rate of production of their own workmen and machines. Is it any wonder that prices vary, and that when one man's error on the high side is compared with another man's error on the low side the one calls the other a price-cutter?

A little more than a generation ago the various insurance companies of America were making their way as a permanent public benefit, and were just emerging from what was then called the "wild-cat" period, when every company attempted to decide upon its own tables of probabilities and fix its own rates. About that time the various state governments felt it to be their duty to step in and make laws regarding reserves and reinsurance for the protection of the citizens, and the insurance companies compared notes and their actuaries prepared tables of the probable life expectancy of all classes of people, and they made almost uniform rates based on these expectancies not on their own records, not on their guess, not even on a comparison of guesses, but upon a carefully figured out average, or system of averages, which they revise from time to time as actual facts give them data to go upon.

The printer of to-day is just where the insurance companies were a generation ago, but, unfortunately for him, his success or failure does not affect so large a number of citizens that the governments are caused to take the matter up and make him report to the authorities and keep a

reserve for reinsurance.

No two risks taken by an insurance company present exactly the same actual expectancy or risk, but yet they class them into carefully defined sections and fix the rate for all in that section. No two jobs presented to a printer ever contain exactly the same amount of work or chance for spoilage or other risk, yet it is possible to so standardize all printing that jobs of a similar nature may be priced at a fixed rate per square inch, or per page or per pound, if need be, without injustice to any one, and to the ultimate benefit of both printer and customer, as has been the case with the insurance companies.

If it takes an ordinary compositor a certain time to set one hundred inches of a certain class of catalogue matter, and takes the stoneman a certain time to lock up a form of a certain size, and the pressman a certain time to make ready that form of a certain character, what is to prevent the averaging of the whole of these operations into one price per square inch, or per hundred square inches, for the first one thousand copies, and an additional price for the same amount of surface for each additional thousand copies?

Oh, yes, there is the binding, but it will be just as subject to the same rule as the printing; it might require a separate price in the book, though the two could be added and the customer given the total rate per square unit, whatever might be decided was the best. Of course, the writer believes that the square inch is the proper unit.

Ever see an insurance company rate-book as used by the traveling agents? Ever notice that as soon as he finds your age and the kind of policy that you are interested in he refers to the proper page and tells you the exact cost per \$1,000? Well, what is to prevent the printer from doing the same thing with his customer? The cost of making the calculations! Why, my dear man, the printers' organizations of the United States have spent in the last ten years more than three times the money required to prepare and print a copy of such a book for every employing printer in the country. For what have they spent it? Trying to convince you and your fellow, whom you call a price-cutter behind his back, while he performs the same kind office for you, of the knowledge that there is an average cost of printing, and that to find it for yourself you must keep an accurate cost system always at work in

Stop and think this over. The insurance companies have made money doing what every one of you inwardly feels is taking a long chance, but it is no longer a chance when they follow the law of average and stick to standard prices. You are taking a much longer chance in guessing on each job and losing more often than winning, as can be shown by the records of bankruptcy.

Why do you keep it up? Why not get together and insist upon your national and local associations getting busy at once upon a concrete plan for making average price-lists for all classes of printing based upon some unit like the square inch; and, as soon as these lists are ready, adopt and sell by them without variation, as insurance is sold, gradually perfecting them until you have attained the same standard of estimating that the insurance companies have?

ef al

in

aı

pl

co

It is possible, and will undoubtedly come some day. Only a few years ago you jeered at the idea of measuring composition of jobwork by the square inch, but it is daily gaining new champions and has been adopted by several live organizations and numbers of firms. This is only a step farther, and a short one at that.

Standard estimating by guess is not possible, but standardizing the estimating by the adoption of a series of standard classifications is not only possible but an economic advance that all should be eager for. It will not eliminate the deliberate price-cutter, but it will reduce the number of printers who are now innocently classed in that

category through ignorance; for it is easy for a man who could not make an estimate to recognize a style of job and the price-list to which it belonged. He may have the backbone to ask the price and he may not, but he is much more likely to do so when he has it already figured out for him.

Three Weeks.

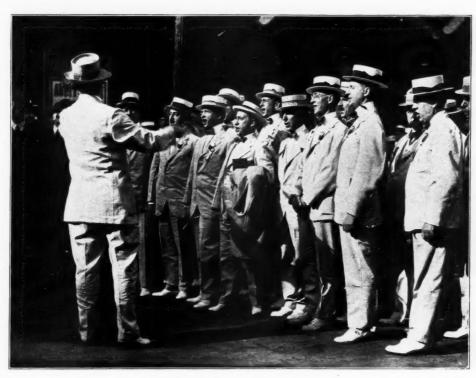
One novelist has shown in her work how much emotion and sensation can be crowded into three weeks, but that so not what we want the printer to consider at this time. After this issue of THE INLAND PRINTER reaches you, there will remain about three weeks of what is generally called ummer dull season. What are you going to do with them?

Why not render these three weeks of the dullest season

through it to the delivery tables and out the back door to the teams or messengers.

And while you are studying this, take into account your present overequipment and plan to replace two or three of the old-timers with one or two modern machines, thus reducing the investment and overhead while increasing the capacity of the plant. And do not forget to arrange the layout so that future increases may be logically placed without requiring a complete rearrangement.

The three weeks of remaining summer dullness spent in this way will prove to be the best investment of time you have ever made, and will provide the work necessary to keep your hands from nursing the few jobs that come in,



Echoes from the Advertising Men's Convention.

The "Ad Choir," composed of members of the Advertising Association of Chicago.

of the year the most profitable by reorganizing your plant along the lines of efficiency? Not the employment of an efficiency expert, though he will give you good returns for all he charges you for his services, but by carefully going over the plant yourself and noting all the little changes that can be made to reduce the distance traveled by workmen in discharge of their duties, the places where material is handled twice or three times, when by a slightly different routing once would be sufficient.

Sit down and carefully consider that the straight line between any two points is the shortest, and think out an arrangement of your workshop that will permit the work to go straight through without any backtracking. If your plant is all on one floor, endeavor to so arrange that the copy as it comes into the office goes directly into the composing-room and the forms from that department pass on to the pressroom and meet the stock as it comes in the door or from the stockroom; and the printed sheets pass right on to the bindery and finishing department, and

to the great distress of the man who has to make the timetickets fit with the price for which the jobs were sold.

The cost will be very little unless you are going to move some heavy machinery, as the employees will prefer to do it rather than loaf and find a way to manipulate the timetickets and strain their consciences.

Get at this important work immediately and make this summer the turning-point in your business success. We know of one plant that reduced its cost of composition one-tenth by rearranging the composing-room; and another which saved the price of a new press the first year by replacing three old ones by two new ones and making a change in the method of handling stock.

A Question of Business Policy and Ethics.

A printer puts the following question regarding the advantage of increased efficiency in our plants: "Is increased efficiency an advantage to the printer, or the trade at large, when he gives all the saving or the increased

product to the customer by selling his product at a fixed hour rate or rates, or by the cost-plus method?"

This is an important question and should have careful consideration from all printers who are striving after increased efficiency in their plants. Suppose that by increased efficiency you are able to reduce the time on a certain run of presswork by ten per cent, what does it profit you if you charge up the actual time used on that job at the average hour-cost in your locality or even in your particular plant? It is almost certain that that increased efficiency costs you more per hour than the general run of shops in your city, and more than the average run of hours in your shop, unless your whole shop is equally efficient. Do you recognize this fact in making up your cost sheets? If you do, how do you take care of it?

Your only reason for trying to increase efficiency in your plant is to increase your net profits. That is the only thing that you are in business for - profits - and to reduce your costs and hand the saving right over to your customers is neither good business policy nor correct ethics. There are occasions when it is policy to share the saving with the customer, but it is wrong in principle to give him all. You are entitled to the correct market price for your product, and that price is not always based on exact cost, nor does it always contain the same percentage of profit, though to be a correct price it must contain some profit. This being the fact, it is well to consider that when you have a man or a machine of unusual efficiency, or when you have so established scientific management in your plant that your general efficiency is increased, you are the one to reap the harvest because you are the one who has sown the seed that produced it.

If it were otherwise, there would be no reason for establishing, and no inducement to establish, cost systems and plan for better management in order to increase efficiency and output. If you got only so much for an hour's work, whether it consisted of an output of six hundred units or twelve hundred units of product, the inducement would be to get the smallest number of units that would be paid for by the customer and sell him all the work at the hour rate.

But the cost system, in connection with scientific management, has shown that while the cost per hour increases with better efficiency, and the employee will have to be paid more to secure the necessary skill, the cost per unit of output decreases, and that the total cost of a job in an efficient plant will be less than the total cost in an inefficient one.

In almost every city or town of any size there is to-day some sort of printers' organization which is trying, and with some success, to fix the market price of printing by educating the printers and the public to recognize certain values. In nearly every case these values are far below what they should be to give the printer a chance to make as comfortable a net profit from his business as is made by those to whom he sells his product. Therefore, a correct ethical standard would be that, having ascertained that these prices were really only fair ones, they should be the prices charged, no matter what reduction in cost your efficiency may show; but where the current rates are so high as to afford an unreasonable profit, a share of the saving by efficiency should be given the customer and the price brought down to a reasonable basis. This does not mean a jockeying with prices because of spasmodic efficiency, or to get business, but a systematic and carefully planned method of getting a right price for the work and not crowding your neighbor unjustly.

It is only upon the basis of fair dealing that efficiency pays the printer. If he gives away his savings in order to get certain business he is worse off than before he began to gain in efficiency. And you must be sure that your shop is really efficient and that you are not the victim of an illusion caused by poor judgment in planning that has been corrected in the shop, or of inefficient costkeeping.

Finally, your efficiency is valuable to you only when it puts coin in your coffers, and no matter how efficient you fancy your plant to be, make sure that it is giving you an extra profit on your total business before you make any rash reductions or contracts on the cost-plus basis founded upon your fancied increased output. Be sure that the cost per unit is reduced by efficiency, for the cost per hour is sure to be increased, and a mistake here means a loss that will be hard to make up.

Handled rightly, efficiency is a benefit to any plant, be it printing or any other manufacturing; but remember it must be handled right, with due regard to your profit and the rights of your fellow tradesmen. They have some rights that you are morally bound to respect.

Custom Does Not Make Right.

Almost every month — came near saying every mail — brings inquiries as to the right price for this or that operation in the printing-office, and our reply is frequently met with: "Why, I can not get any such price as that; printers here are selling it for thus and so. I can buy linotype matter for 35 cents, and I can get the binding for \$2.10 per thousand." And then there comes over one a feeling of "What's the use" of all this educational work for the past six years.

Now, let us promulgate a few plain, unvarnished and perhaps unpalatable truths about this right price and estimating on the prospective cost of printed matter.

There is no doubt that the inquirer can buy linotype slugs at the rate of 35 cents per thousand ems, or even less; and there is still less doubt that he can buy the binding of a sixteen-page and cover pamphlet in lots of ten to fifteen thousand copies for \$2, and even for \$1.75, and not more than half try. But, and let us say it most emphatically, the fact that he can buy these things at such prices does not make these the right prices any more than the fact that a thief can enter a house and remove those things which he thinks are valuable, or the footpad bludgeon a passer-by and take his valuables, and not suffer the penalty of the law because they manage to escape, makes those occupations respectable and desirable in the community.

And this comparison with the burglar and footpad is not accidental in this case, for the printer who buys such cheap composition and binding is no better nor more valuable a citizen than those so-called criminals.

Rather a strong statement, eh? Well, just place yourself mentally in the position of those who feel compelled to make such prices to you and your fellow printers. Do they do it because they know such prices to be correct and profitable? Do they show by their dress and manner of living that they find these prices to afford good dividends? Do they discount their bills and remove the chattel mortgages from their plants? Do they?

Here is an axiom that will always decide for any man whether his price or that of the man from whom he is buying is right or not: The right price is one that will take care of all the costs of production and maintenance of the plant, will pay all the labor employed, including the proprietor, will provide for interest on the capital invested and provide a fund for replacement, and, in addition, will

give a reasonable profit on the transaction. No other price is the right price, nor can it be under any condition whatsoever.

Fear may lead men to make low prices, and greed cause them to make high ones or take advantage of the other fellow's low ones, but neither is right under any circumstances. The only right price is the one named above, which provides for all costs and a fair and reasonable profit.

The fact that you can beat down the man from whom you buy so that he will take a low price does not prove anything, except possibly his ignorance or ccwardice and your greed and rapacity; nor does the fact that he may voluntarily offer a low price through ignorance of actual costs excuse you for taking advantage of him.

It is the fact that printers as a class have failed to recognize this principle of a right price that has brought

ing it at 35 cents or 40 cents, or even for 50 cents? **Because** it is offered! Jacob, as biblical history tells us, bought his brother Esau's birthright for a mess of pottage because Esau's necessities made him willing to sell. Yet it does not seem that Divine approbation followed.

Another question: How long would your friends, the machine-composition man and the binder, keep on offering these low prices if you showed a willingness to pay the right ones? Try it, and see. Oh, you can not get any more for the finished product. Well, try that, and see also.

Get into double harness with your allied tradesmen—the linotype man and the binder—and remember that they are entitled to live, and that you as the middleman handling their product are standing between them and the ultimate buyer and that it is your duty to get them a fair and honest price for their goods and that you can and



Echoes from the Advertising Men's Convention.

Throwing "dull care" away — advertising men in frolic.

our noble craft into the gutter, figuratively speaking; and the only way to bring back its honor and respectability is to practice that which we teach and ask and pay the right

For instance, the statistics of not only a few, but hundreds — yes, thousands — of plants have proved beyond a shadow of doubt that the average product of a linotype machine in a book plant is about 2,500 ems per productive hour, and in most cases a little less, while in a newspaper or magazine plant, where copy is plenty and changes few and proofreading not too critical, 3,500 to 4,000 ems may be obtained with first-class operators. The same statistics show that the average cost of running the linotype is from \$1.60 to \$1.70 per productive hour, according to the efficiency of the management. This gives a cost per thousand much higher than many are getting for the selling price of the work.

Suppose, for argument's sake, 50 cents per thousand was the average cost ready for make-up — and the true cost is more than that — what excuse has any one for buy-

will do it. You should do it at once, and you would, too, if it were possible for them to reach the ultimate buyer except through you.

Coöperation is the only modern method. Do not make any mistake, however, for coöperation is not all in price-making; it is also the education of the other fellow and assisting him to get his share. If you can not take his product and combine it with your own and sell the result at a price that will give him a fair profit as well as yourself, then get off the job and sell your product to him and let him deal with the public and see what will happen. Perhaps you would both be more prosperous.

Think about this idea of the right price. Write about it to your trade journals. Talk about it in your offices and when you meet at lunch. Discuss it in your meetings. And, above all, work for it. Call the editor of this department a crank, if you will, but if you will really study the matter in fairness and honesty you will be compelled to admit that he is right, though he may be a few years in advance of the present generation of printers in expressing it.

The Peculiarities of the Printing Business.

Whenever a printer is approached by the organizer of any movement for the general good of the craft he is prompt to make the statement that the business of the printer is a peculiar one and that of the gentleman talking most peculiar of all. Of course this is usually intended as a stand-off by the party making the claim, but it has an actual foundation of which he is probably not aware.

The business of manufacturing printing is one of the most peculiar on earth in the character of its product, the methods of its followers, the machinery and materials in use, and in the peculiarities of the men who are engaged in it. This is not meant to be taken sarcastically, but as a statement of actual facts susceptible of definite proof.

First, printing is a product that is unlike the output of any other manufacturer and is in a class by itself, whether we consider the popular novel, which may be considered either as a contribution to general education or as a piece of merchandise for the shops, or the almost illimitable variations of printing used for direct advertising purposes. It is distinctly peculiar from the point of the business man who uses it to save clerical work and the teacher who uses it to more widely scatter the seeds of learning in his particular branch of human knowledge.

Second, it is peculiar because it is the one business which all manner of men acknowledge to be an absolute necessity for the continuance of civilization, education and comfort in the world, and for which there is not or never

will be any substitute found.

Third, it is a peculiar business because, with an enormous investment of capital, an acknowledged place in the world, and a history of which any printer can well be proud in creating liberty of mind and body, it has less to show for its activities financially than any other great industry. Ranking fifth in the industries of the United States for the number of establishments and the capital investment, it is about forty-third in amount of profit returned, and over seventy per cent of the printing-houses

in existence are without any financial rating.

As a peculiar business, printing has advantages not possessed by any other. Its absolute necessity to the continuance of the growth and existence of commerce, education, civilization, and even the happiness itself of the world, makes it an unusually reliable one. Its connection with advertising and commerce in all forms renders it peculiarly interesting to the man who is willing to devote his whole energies to it. Its educative tendencies render it attractive to the man who is intelligent beyond his fellows and desires a clean business which will bring him in touch with the better element and higher thought. Its artistic possibilities make it peculiarly attractive to the man with a combination of the mechanical and artistic in his makeup. Its many details and intricacies afford full scope for the talents of the man who has the brains and the impulse to systematize and study efficiency in manufacturing. And, finally, the chances for profit are as great in a printingplant properly managed as in any other manufacturing business where the mechanical and the artistic are combined, and where the brains of the proprietor can bring results by concentration on proper modern methods.

Its disadvantages? Of course it has them, but the most of them are of the printer's own making. First and foremost is the great one of unintelligent competition, which seems to prevail in the printing business to a larger extent than in any other trade; and following it closely is its twin brother, "imaginary competition," which needs no explanation. Then comes the fact that it is a very exact-

ing craft in which there is no way to dispose of the errors or misfits at a cut rate. This is coupled with another disadvantage in the fact that practically all the output must be sold before it is manufactured and the goods made to order, and that this prevents the creation of efficiency by making either parts or whole goods for stock during dull times. And, last but not least, the former methods of conducting the business have resulted in the starting of numerous plants by men not fitted by nature to be in business as proprietors, and others who lacked the necessary business training to make them successful, which has worked to the disadvantage of the trade at large by giving the public a wrong idea of the printing business and the men who have made it the fifth largest industry in the United States.

Placing these advantages and drawbacks against each other and taking an average of the result will show that most of the disadvantages are either self-induced or remediable by proper business tactics and friendly coöperation, and that the remaining ones are more than overbalanced by the peculiarly good things about the business.

But, you are saying, how does this affect me as a printer or as the owner or manager of a print-shop? Just ask yourself a few questions: Am I, personally, an advantage or a disadvantage to the business? Do my actions tend to retard or advance the growth of the industry as a whole? Am I increasing the total value of the printing in my community? Am I making a fair and reasonable profit on my share of the business? Then each employee considering launching into the trade, and those recently started, should ask himself: Am I fitted to hold my own in the business world in an honorable manner, and if not, what do I lack to make me a desirable addition to the community of employers?

Having answered these questions truthfully to yourself — for goodness' sake do not tell your competitor your own honest opinion of yourself until you have made some headway in reform — go to work conscientiously to correct your shortcomings and increase your business virtues.

Now a final word to those who consider themselves well established in the trade and just a little better than the small fellows and beginners or prospectives. What have you done to create a better standard of business morals in your community among printers and other business men? What have you done to maintain the constant increase of the gross total of printing in your city and State, and to see that it is all sold at a price carrying a fair profit — fair to your fellow craftsmen as well as fair to yourself and the public? How far have you allowed personal prejudice and greed to influence you in making prices to hurt the other fellow? How far are you willing to go to create right conditions in the printing business?

If every printer were willing to meet his fellow printer half way in an attempt to place the printing business on a basis of true business ethics and a thorough knowledge of the cost of manufacture and selling, it would not be long before we would be able to establish in the public mind as much respect for the integrity of the printer as it now has for the probity of the banker. It is worth working for, morally and financially, so get busy.

Yes, the printing business is indeed a peculiar one, run in a peculiar way by peculiar people, and can be made the most peculiarly good business in the world, as well as the most peculiarly attractive to capital and brains and the most peculiarly profitable, by a little peculiar use of the motto of "Live and let live," and an application of the golden rule toward each other and our customers.

Written for THE INLAND PRINTER.

FURTHER ELEMENTS IN THE USE OF HYPHENS.

BY WALLACE RICE.



VER since I have felt myself able to criticize validly the makers of dictionaries and their finished product, I have been amazed at the ease with which they avoid the actual speech of those on whose lips the best English is current, avoiding with it any inquiry into which of our classes, social, intellectual, or other, habitually

practice from infancy that variety of intonation and accentuation we call, for lack of a better term, cultivated.

Rather evidently, the best speech must fall from the vocal organs of the cultivated class; but what is the cultivated class? In England, where the aristocracy is almost certain to obtain its formal education at one of three or four public schools and one of two universities, the cultivated class is manifestly the aristocracy: in such a case the speech of the formally educated person and the person of social eminence is identical; the language of the publicschool boy and the university man is the language of polite or "smart" society. In America that chances not to be true at all, generally speaking. Three or four private schools and a single university out of all the hundreds in the land pay some attention to the cultivation of a cultivated accent, and that is done quite as much by the example of the students as of their teachers; as in England the speech of the students, in the last analysis, is that which dictates the speech of their instructors, who had been students of exactly the same class a generation earlier.

After considerable experience and the acquirement of a discriminating ear in the process, I long ago made up my mind that the average college professor in America spoke almost the worst English in the world. I lacked formal proof of this until a classmate of mine, Professor C. H. Grandgent, published the results of a questionnaire sent to his colleagues throughout the country in the "Publications of the Modern Language Association" a number of years ago. In this questionnaire he asked his correspondents to note in the minute phonetic characters devised for this purpose their respective pronunciations of a number of test sentences, selected with a view to bringing out exactly what was disclosed, which is to say that hardly one of these teachers of youth betrayed even so much as a speaking acquaintance with what is known as standard English, every man of them setting down the dialectic peculiarities of the locality in which he was reared or in which he had been placed for some time. Of course it is evident that there is a standard English, and that any deviation from it must be, by definition, something which is not standard English - in other words, a dialect.

I am therefore not only justified in saying that American college professors speak almost the worst English in the world, but I can prove it, and will furnish the citations in the publications mentioned to any one who asks for them. The reasons are not far to seek. In the first place, the chairs in our colleges are not filled, generally speaking, with persons of social eminence, persons, that is, whose speech has been carefully trained from infancy to the standard which is one of the requirements of polite social life, quite as much in America as in the other civilized countries of the world. In the second place, there is in a democracy like ours not only little attempt on the part of the students to speak standard English, but, in most of our student bodies, all but five or six, a disposition to ridicule those who do; as these bodies afford the class from which college professors are inevitably drawn, it is evident that nearly all of them are started wrong, not only in the attitude toward the best speech, but in the early formation of bad habits of speech, likely to persist through life.

Proof of this is at hand for the asking. In every dictionary, good, bad, and indifferent, ever published in the United States or in England, a long series of words containing an A are marked to be pronounced with a sound which is not that of a short A, or the A in cat, had, man, ham, hang, sap, dab, and the like. For example, can't is marked in Webster, Worcester, the Century, the Standard, and all the rest, to be pronounced with the A as in father. Outside of New England it is safe to say that hardly one student or professor out of a hundred does so pronounce it. Not only do they fail to pronounce it so, but the students with practical unanimity call those who do conform in this respect to standard English "affected" or "effeminate," exactly as those robust souls who were brought up to eat with their knives and to forego the use of toothbrushes call those given to the use of forks and dentifrice " affected " and " effeminate."

Not only is this true, but democracy has led standard English astray even in the dictionaries themselves. One of the most celebrated of lexicographical replies is to be found in this paragraph from Walker; regarding the word solder: "Mr. Smith says that Mr. Walker pronounces the L in this word, but every workman pronounces it as rhyming with fodder: to which it may be answered that workmen ought to take their pronunciation from scholars, and not scholars from workmen." But every American dictionary, while allowing Walker's pronunciation, also gives that of Mr. Smith. Similarly, every workman pronounces cornice as if spelled cornish; and I expect to see that in the dictionaries eventually. It is another proof that the American scholar has been so little concerned with his speech that he fails to discriminate.

But what has all this to do with the use of hyphens? To my mind, it accounts for Mr. F. Horace Teall's failure to recognize speech as any test by which it is possible to learn without consulting further authority whether a given pair of words should be spelled as one, should be hyphenated, or should be left as two. And it also accounts for the omission of another test, not so easy of application, whether or not the expression lodged in the pair of words is old or new in the language. Admitting all that is said in the admirable article, "On the Use of the Hyphen," to be as accurate as it is scholarly, I am still convinced that the American dictionaries are remiss in this, as they are in other respects, in that they fail to take into account in their use of hyphens the accentuation of the word in the mouths of those speaking standard English, and also deny the age of the word its proper effect to the same end. It is evident that Mr. Teall also denies the practicability of these elements, for he quotes and disparages Mr. Horace Hart's rule, "A compound noun which has but one accent, and from familiar use has become one word, requires no hyphen. Compound words of more than one accent require hyphens."

A list follows which shows Mr. Hart's inconsistency in following his own rule, and yet he is not as inconsistent as Mr. Teall would have us think. But there are still other elements to be taken into account. Two words in juxtaposition, each of which retains its full meaning and individual accent, certainly do not require a hyphen if they are recently combined in the language; and the fact that each retains its meaning and accent goes far to show that they are, in fact, of recent combination. Recent is a relative term, but it means in time very much what Mr. Hart's familiar use means in quantity; in effect they come to much

the same thing. The rule seems to be about the same as that for foreign words in process of anglicization; if they are much used, they come into full adoption in less time than if sparingly used. We are having practical demonstrations of this latter law in the geographical terms we have been forced to use in the present war, especially in those from France.

I can think of no reason why apple tree should have a hyphen, since in meaning and accent the two words, however long in the language in joined use, have neither gained nor lost their several significances; note the difference in whiffletree, where the last syllable shortens. Blackbird, on the other hand, is distinctly one word through a new significance as well as through a slight predominance of accent on the first syllable. Redbud, an American plant, is one word here, through use, but I believe the English would be justified in hyphenating it. That is true of football, one word on both sides of the water, while the younger game is baseball in America and base-ball in England; the discerning can distinguish between the pronunciations in the two countries, the two parts being in a better equilibrium abroad.

Recency of use explains many inconsistencies; or, rather, proves the existence of rules which, when taken into account, show them not to be inconsistent. Bedroom is evidently the oldest of similar compounds; dining-room is first used without a hyphen, and so is drawing-room, which began as withdrawing room. More modern is living-room, which assuredly demands a hyphen, since we live in all the others, in the bedroom most of all; it therefore becomes the conveyer of a new idea, which needs a new word. Front room and back room remain uncompounded, certainly through lack of a third somewhat in the significance of the two components. In the sense of a room of state it would be either state room or state-room; but in the United States, where the term is applied to what in England is called a cabin, it becomes stateroom, quite regardless of what the dictionaries, which always follow usage at a distance and dictate it much less often than their admirers will allow, happen to record. For a similar reason we shall have bathroom in America, so common is the idea with us, while it will remain bath-room in England until they have taken over our customs. We do not balance the word as the English do; its frequent use here, like that of coin, has worn this off. Reception-room and ballroom seem to be hyphenated by analogy and because frequently used, rather than from any change in significance or of accent.

Still another element may be noted, in the general unwillingness to bring into a single word a compound term of which the first component is a participle, the reason for which appears to be largely esthetic. Drawingroom, wateringpot, pruningknife, packingbox, burstingpoint, all bid fair never to become single words through the disagreeable look of them, and the fact that the G does not function as such, but merely to turn the front nasal N into the back nasal. There is more in the look of a word than non-literary persons can possibly imagine, or spelling reform would not have to wait so long, perhaps forever. Though harvest-field should be in use for centuries, there would be little danger of its becoming harvestfield; it brings an uncomfortable-looking triplet of consonants together.

Sometimes an injury is done the language by consolidation. Americans write *forever*, as one, the English *for ever*, as two words. And the English are right. There is not only a gain in dignity of idea in keeping the words separate, but we become involved in positive errors in consequence. The English, for example, have no trouble with "for ever and for evermore": I saw it in a Chicago newspaper the other day hashed into "forever and forever more"—which is sheer nonsense. The highest English authority urges today, tonight, tomorrow, which is American newspaper usage, though most of our books still cling to the hyphen. If ever words deserved close union, these do.

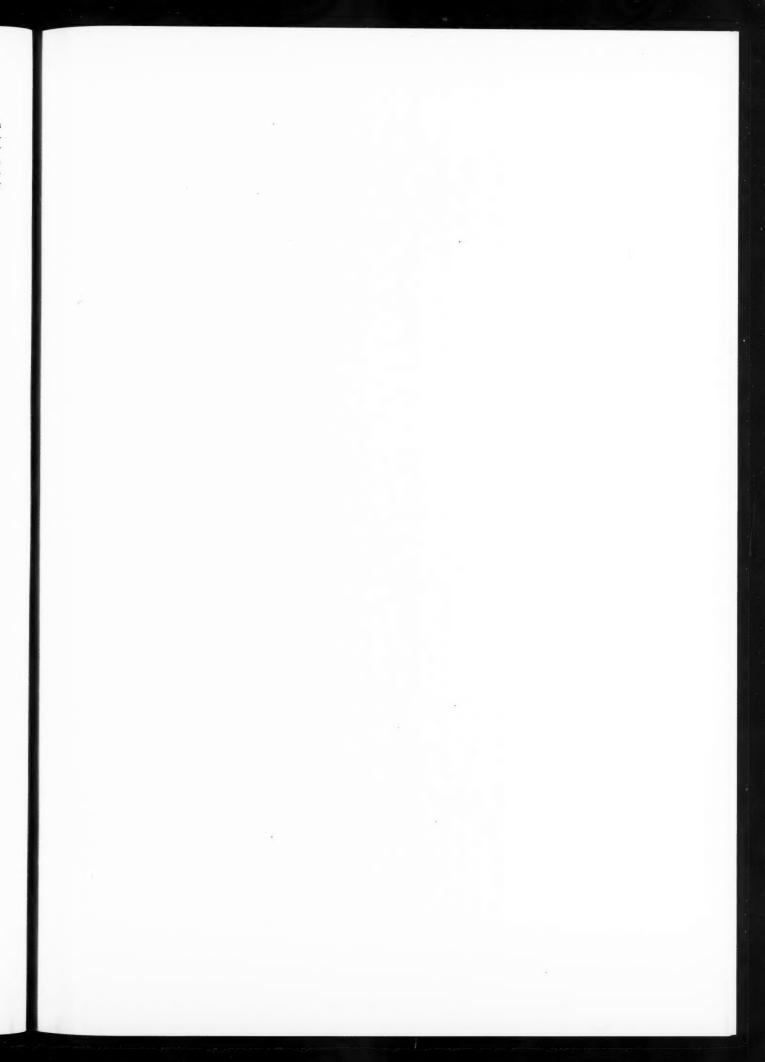
All this is discussion which it is hoped will bring a little light on a subject which is to authors, proofreaders, printers, and all the brothers of the book quite as dark as Dr. Murray found it. In practice I have found my own rules work out well in the scores of books I have seen through the press. I pronounce the doubtful word, note carefully the quality of the vowels as the best indication of the stress on the syllable containing them, and make one word, hyphenate, or leave separate the twain, in accordance with the accentuation, taking into account the age of the word in the language, its appearance on the printed page, and whatever change there may have come into the significance of the proposed compound. As in punctuation, I am my own authority. Consistency is doubly secured by means of a note-book - which should, from its meaning, be notebook, to distinguish it from note-book, a book containing promissory notes. As with punctuation, I am in this way able to use nice discrimination, writing, for example, story teller to indicate a teller of stories in the usual sense, and story-teller for the child's synonym of the shorter and uglier word; my ear informs me that there is a difference in the accentuation of the two expressions.

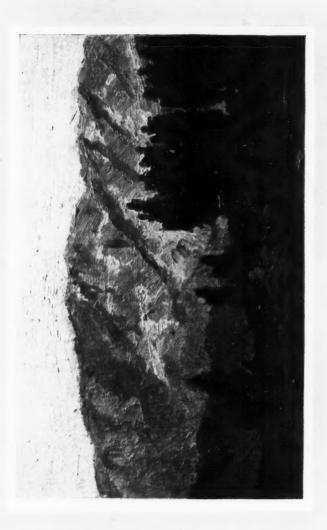
One advantage I can assert for my system: It helps to indicate the phrasing, and it attains pretty close to the golden mean of hyphenation, where nothing is hyphenated that is clear without it, nothing is hyphenated that so clearly represents a single idea that it should not be divided at all, and nothing is hyphenated without an assignable reason. It may further be said that it makes running to dictionaries needless, for the Oxford is the only one that speaks as good English as I do, and leaving even that alone on questions of hyphens never submits me to the indignity of having to discover that a new phrase is too modern for the lexicographer. And, what is perhaps its best recommendation, it leaves the books I have edited consistent from beginning to end.

The moral of it all is, I suppose, that one must learn the best and most highly standardized English, beginning in one's earliest youth and holding intelligently to it throughout life. That done, the golden discovery is not far off, that the best way to pronounce anything is the easiest, just this side of slovenliness. And so of hyphenation.

BEN FRANKLIN CLUB OF ALBANY HOLDS ANNUAL PICNIC.

The Ben Franklin Club of Albany, New York, held its second annual outing at Shafer's Grove, on Saturday afternoon, June 26, 1915, one hundred and ten, including the families and friends of members, being present. Owing to rain between two and three o'clock, the attendance was not as large as those in charge had planned for, but all present had a most enjoyable time. Various games, races and athletic events, for all of which prizes were offered, were on the program, which started with a baseball game at halfpast two. After the program a chicken supper was served, and was followed by dancing in the pavilion until nine o'clock. The committee in charge consisted of Frank D. Sargent, chairman; J. B. Lyon, Jr., Ira Payne, Edgar L. Potter, and Frank E. Jenks, serretary of the club.





THE PURPLE MOUNTAINS OF CALIFORNIA

From the original painting by Edgar Payne, Palette and Chisel Club, Chicago.

Printed by The Henry O. Shepard Company, 632 Sherman Street, Chicago.

Four-color engarving by the Art Reproduction Company,

Four-color engarving by the Art Reproduction Company,

Process inks by Charles Hellmuth

i t c i i n e h le



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

A Photogravure Press Made in the United States.

One of the drawbacks to the use of rotary photogravure in this country has been the difficulty in securing presses. The first workers in the process were obliged to make over wall-paper presses, which were not always satisfactory except for small sheets. W. H. Bartholemew, of 76 Park place, New York, writes that he can now supply, in six weeks' time, a rotary photogravure press that will print from rolls 14 by 36 inches on both sides of a sheet 34 by 44 inches. It is equipped with a drying device and a cutter. The price of this press is \$3,000, f.o.b. New York.

Orthochromatic Collodion.

H. A. G., New York, asks: "When we have a piece of copy on yellow paper we do not want to use a dry plate on it, owing to the trouble in stripping and reversing the negative. Is there not some way of making wet-plate collodion sensitive to yellow?"

Answer.—Yes, if you make a bromid collodion with very little iodid and add to every six ounces of collodion one ounce of alcohol in which has been dissolved six grains of eosin dye. This requires the use of a red light in the darkroom, and a K1 or a K2 filter (to be had from the Eastman Kodak Company), when photographing copy on yellow paper. The exposure will be increased from five to ten times, depending on the quality of the light. Black, wet blotter behind the sensitized glass plate in the camera will keep the collodion film from drying during long exposures in hot weather.

High-Light Half-Tones Again.

"Operator," Montreal, writes: "How the New York World gets its half-tones with such pure whites in the high lights and around the vignetted edges interested us here greatly. We have tried it and it works fine, but requires the making of two negatives. Is there not some way by which the trick could be done in a single negative?"

Answer.— By a fortunate coincidence The British Journal of Photography comes to hand with two methods of getting pure whites in half-tone blocks through a single negative. In the first method, a sheet of thin yellow celluloid is placed on the original, and all parts that are to have the dots omitted are painted over with process white. The original photograph is pinned up, and a negative made in the usual way. When the exposure for the negative is completed, the sheet of celluloid is replaced in exact register over the original photograph and another exposure made with an increased screen distance, which has the effect of closing up all the whites and not affecting the half-tones on account of the yellow nature of the celluloid. Another method is to place a piece of matt-surface

film over the original and paint out in a dead black all the portions of copy required in half-tone, leaving the whites, or high lights, uncovered. The exposure for the negative is made in the usual way, and an additional exposure made with the prepared mask fixed over the original. This supplementary exposure is carried out so as to close up the high lights.

Why Zinc Has Become a Precious Metal.

J. Taylor, Norfolk, Virginia, writes: "In your report of the recent photoengravers' convention in Chicago it is mentioned that the cost of zinc has increased two hundred and fifty per cent in eight months. Can you tell me how this can be brought about unless it is by an illegal corner in that metal? We have plenty of zinc ore in this country, but it looks as if it was trust-controlled."

Answer .- Before the European war this country produced about all the zinc used here, and one must remember that the largest uses for zinc, or spelter, as it is called, are in galvanizing iron and in making brass. Our capacity for smelting ore was only equal to our demand for spelter. Germany and Belgium were the other largest producers of spelter. Now that the war is demanding from us large quantities of brass, which is zinc and copper, our smelter capacity is unequal to the demand, and hence the rise in price. Foreign governments will pay any price for brass for making shells. It is reported that a steel company in Pittsburgh, which has difficulty in getting spelter for galvanizing purposes, has started to build, at an expenditure of \$2,500,000, a smelter for zinc ore. This smelter will take months to construct, but after the war is over it will remove one competitor for spelter, so that the other smelters can supply the normal need for zinc with ease and the price will drop to the old level, possibly.

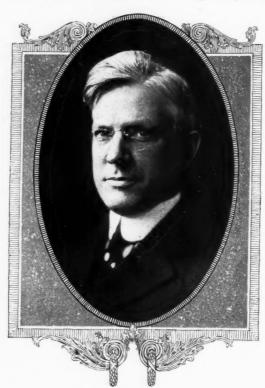
To Duplicate a Line Block.

It is sometimes necessary to duplicate a line block, and the customary way is to pull a careful proof of the block and then photoengrave it exactly the same size. A more simple way would be to pull the proof in transfer-ink, transfer this print to a clean sheet of zinc and etch it. Many of us have tried this method and failed more times than we have succeeded. The British Journal of Photography offers the following plan, which looks entirely practical: It may not be generally known that very sharp transfers can be pulled on a piece of offset rubber in the ordinary proving press. The rubber sheet, by preference, is laid face up on the bed of an ordinary proof press, the block inked up with type-to-stone litho transfer-ink and then laid with great care, face down, upon the rubber sheet. The pressure applied should be only sufficient to remove

the ink without squashing. This transfer can be laid on zinc or stone. When transferred to zinc, the latter should be matted with the usual alum acid bath.

New President of the International Association of Manufacturing Photoengravers.

E. C. Miller, recently elected president of the International Association of Manufacturing Photoengravers, is just the man to direct the engraving trade through the present crisis in its history. With the cost of labor and all the materials entering into the making of engravings



E. C. Miller.

New president of the International Association of Manufacturing Photoengrayers.

rising, and the price of the engraved product lowering, it will require a qualified "captain of the industry" to save it from ruin. Mr. Miller is too modest to say much about himself, so here is what his friend, Louis Flader, tells me about him: Mr. Miller was born in Chicago in 1869. The great fire of 1871 drove his family to St. Louis, where, when old enough, he secured employment with the Pullman Company. In 1886 he was sent to Chicago by the Pullman Company, and jumped into journalism on the Chicago Daily Globe. Finding that the money in the newspaper business was in the advertising side, he got into advertising. Learning the advertising game, he became advertising and sales manager of the western territory for the Plymouth Rock Pants Company during 1894, which position he held until 1897. In 1899 he was managing the mail-order department for Carson Pirie Scott & Co., at Chicago. In 1899 he came into his life-work by organizing the Aetna Engraving Company, a firm which specialized in the making of drawings and plates for mail-order catalogues. In 1900 he brought about the consolidation of Zeese & Co., The Barnes-Crosby Company and the Aetna

Engraving Company, and assumed the management of the consolidation under the name of the Barnes-Crosby Company. In 1901 he disposed of his interests in this company to join the forces of the Osgood Company, as vice-president and general manager, which position he has since held. Mr. Miller is a well-poised business man now forty-six years of age, in the prime of life and health, and is sure to make a record for himself in the broader field which his new position opens to him.

Collodion Emulsion Wanted.

Several inquiries have reached this department regarding collodion emulsion and whether it can be made easily. It appears that the present European unpleasantness has cut off the supply formerly received from Germany, and another source of supply is asked for, preferably an American one.

Answer.— The writer has made collodion emulsion, but never succeeded in keeping it free from dirt, so he hesitates to recommend a home-made emulsion. If there is a maker of a good panchromatic emulsion in this country, who also wishes to sell it, and who will send his address to this department, he will learn of the addresses of inquirers for it. In the meantime, why not get from Penrose & Co., 109 Farringdon Road, London, E. C., England, Dr. E. Albert's "Eos" emulsion, which can be had in dry powder form and only needs to be dissolved in equal parts of ether and alcohol for use. Then there is Henry Oscar Klein's emulsion, which was made by the same firm under the name of "Trichrom emulsion."

Brief Replies to a Few Queries.

"Chicago Tribune" will find a most comprehensive paper on "Rotary Photogravure" by R. B. Fishenden, running through several numbers of *The British Journal of Photography*, beginning June 4, page 369.

Frank G. Pratt, Seattle, Washington: The most information ever printed regarding wax engraving will be found in the leading article, by George Sherman, in the June issue of The Inland Printer.

H. V. Arney, Veedersburg, Indiana: The cheapest way to utilize your cameras to make photoengravings would be to use the Dodge process, information regarding which you can obtain by addressing The Dodge Process, Incorporated, 21 Park Row, New York.

Ernest Johnson, Boston: The best book on the subject is "The Photography of Colored Objects," by C. E. Kenneth Mees, D.Sc., which can be had from Tennant & Ward, 103 Park avenue. New York.

Silver Bath That Fogs.

Sylvester Graff, Cedar Rapids, Iowa, writes: "I have been in the engraving game a long time, but there is one thing I can not remedy, and that is fogged plates. I get down in the morning and the first thing I have to do is dope the silver bath with permanganate of potash. This keeps the fog out a few hours only, when it comes right back. It keeps a fellow going, doping the bath. I have enough nitric acid in the bath and in the developer, etc."

Answer.— That you use permanganate of potash to clear your bath is an indication that you have organic matter in the bath, commonly called "dirt." This dirt may come from the water used, from an unclean darkroom, or from fumes of a sulphid or sulphur product getting into the darkroom. A hard-rubber dipper will give it from the sulphur used in vulcanizing the rubber. Coal gas or illuminating gas also will cause it. If the collodion is not allowed to set sufficiently hard before dipping the glass in the bath,

the latter will soon show fog. In hot weather the bath will fog because it is too warm or the developer is too warm. Acetic acid should be used in the developer instead of nitric acid. So serious is this matter of fog that engravers have been obliged to shut down for several days until the cause is found and removed. Sometimes a bath will fog in one darkroom and cease to fog in an adjoining room, indicating that there are fumes in one room that are not in the other. It is a question that is impossible to answer without seeing the situation where the trouble occurs.

A BACK-FIRING DECISION.

BY WILL B. WILDER, in the West Publishing Company's Docket.



d

0

9

d

il

P-

d

le

e

u

d,

d,

7e

1e

et

is

is

nt

7e

to

ic

rt

n.

to

ne i-

od

HE town of Petersboro was undergoing the throes of an "investigation." After jogging along for years in comfortable iniquity, the police department had been suddenly confronted with the discrepancy between its unofficial code of procedure and the standards contained in Plato's Republic, or even the constitution under

which the officers had taken oath and held office. The odious comparison was made chiefly through the daily columns of the Petersboro Sentinel.

Now, what everybody knows is one thing, and what can be proved before a grand jury is quite another. Police officials who are astute enough to salt down an average of \$10,000 a year out of their savings from a salary of \$1,800 per annum are usually astute enough also to destroy their letter books when the sky begins to look threatening. There was free betting in Petersboro that the Sentinel would have to back down.

James Jackson, stenographer to Chief Dorran, understood the situation quite as clearly as the average man in the street. Indeed, he may be said to have understood it even more clearly, in view of the fact that he had in his possession several volumes of stenographic notebooks, filled with the raw material of letters and memoranda, dictated to him by the chief. All official records had been carefully obliterated at the first intimation that the Sentinel was living up to its name; but, with these notebooks in his possession, Jackson knew that he held the key to the situation. For a while he contented himself with enjoying the consciousness of power. But it is a law of nature that power must manifest itself. It was not long before Jackson played with the idea of turning a transcript of his notebooks over to the Sentinel — for a consideration.

He did not care to carry the proposition himself to the Sentinel office; that would be too hazardous. He might be requisitioned to produce his books; and his long training in the office of Chief Dorran had not been such as to encourage this kind of public spirit. He therefore sought out a trustworthy friend to act as a middleman, and unfolded to him the possibilities of making a deal on the side.

"What do I get out of it?" asked Johnson, naturally.

"You get half," answered Jackson.

The Sentinel jumped at the offer of securing convincing evidence to support its public impeachment of Chief Dorran, and was quite willing to pay one thousand dollars for it, provided it was "as advertised." Jackson had to come out from under cover, therefore, and produce the goods. They proved to be quite as conclusive as the Sentinel office could desire, and the money and the books changed hands.

In this little transaction, Johnson, the mediating friend, had somehow been overlooked. He might not have the

genius to initiate a grand coup, but it hurt his feelings to be forgotten. He sought out Jackson with simulated confidence.

"Well, we pulled it off," he said cheerfully.

Jackson nodded with an air of carelessness as carefully put on as the other's assumption of assurance.

"If you could let me have my half this evening," Johnson went on -

"Your half," repeated Jackson in amazement; "why, you weren't in this deal."

Johnson made strenuous endeavors to refresh his friend's memory, but Jackson saw it quite another way.

"Now see here," he said at last, "you had nothing to do with this sale. If you had actually made the sale to the Sentinel, that would have been a different matter. Perhaps I did say something about giving you half, in that event. But you didn't do it. I turned over the books out of pure disinterested love of justice. It went against my conscience to keep them. If the Sentinel paid me for my literary contributions to its columns, that's nothing but what it does for every contributor, and anyhow it's my affair—see?"

And the upshot of the conference was that Johnson brought suit against Jackson in the trial court for breach of contract.

The jury was instructed in regard to the law of contracts, and it rendered a verdict in Johnson's favor. Jackson was annoyed, and made a motion for a new trial, which the court denied. The more he thought the matter over, however, the more indignant Jackson became at Johnson's greed in demanding \$500 for his initial service in opening negotiations with the Sentinel. This would leave only \$500 for the books themselves, and he began to think that Dorran would probably have paid him more than that for them, even if the Sentinel had not been willing to raise its offer. Altogether he began to feel that he had been badly treated, first by Johnson and then by the court. He was so completely convinced of the righteousness of his view that he appealed the case to the Supreme Court.

His confidence was justified, although not exactly upon the grounds which he had assumed. This is what the court said: "The facts show that the contract on which the action is based was nothing more than a sordid attempt to get money through the sale, for sensational purposes, of communications and information which had come into defendant's possession while acting in a confidential capacity. It scarcely needs the authority of decided cases to show that such contracts are immoral and will not be enforced. Whether the conduct of the defendant's employer was proper or not does not enter into the question. As the court said in Barry v. Mulhall, 147 New York Supplement, 996: 'If the employer's methods were reprehensible, or contrary to law, what circumstances, short of information to the public prosecutor, would have justified defendant in disclosing the knowledge he had of them need not be discussed. It is sufficient to say that no such disclosure by the employee will escape the ban of the law, where its sole motive is pecuniary gain and its sole purpose a journalistic sensation."

Undoubtedly the learned court was acting in accordance with the law of the case; but here is an interesting point for the consideration of a mere moralist. Its decision, while administering a public castigation to the dishonorable employee, confirmed him in his possession of the thousand dollars for which he was contending! The "ban of the law" which the court placed upon the contract relieved Jackson of the obligation to divide his spoils. Rather funny, isn't it?

Written for THE INLAND PRINTER.

MAKING PRINTING A SALES FORCE.

BY IRVING S. PAULL.



REDUCED my cost of selling and increased my business by paving the way for my salesmen." This testimonial to the efficacy of direct advertising has been signed by scores of the most successful business men who have studied their problem with a view to securing the desired volume of business of the most permanent and profitable char-

acter. The "how" of the process, in one instance, is shown in the campaign prepared for D. J. Warsaw & Co., printers.

could increase their volume of sales, and reduce the cost of selling by systematically preceding their traveling men with carefully prepared, demonstrational, selling literature. The fact that a large percentage of the salesmen are sent out into the territory to make sales as best they can with little or no cooperation, means that there is a constant procession of salesmen through the doors of practically every business concern in the United States, and that every buyer is called upon to meet the unknown representatives of many concerns of whom he has no knowledge, with the result that salesmen find it necessary to make a number of calls before they establish sufficient acquaintance to secure the most desirable business within their

February 23, 1915.

J. S. Hoffman Company, Chicago, Illinois:

GENTLEMEN,- Do you want to lower your cost of selling?

It can be done in a very practical way, and at the same time make your customers more truly yours.

I can, in just a few minutes, tell you several things along this line that I am sure will sound practical, and abundantly repay you for the courtesy you extend in giving me, say, ten minutes' time at your desk.

Very truly yours,

D. J. WARSAW.

LETTER No. 1.

J. S. Hoffman Company, Chicago, Illinois:

GENTLEMEN,- Many manufacturers and dealers are creating business in advance of their salesmen and getting orders on first call.

In addition to increasing the volume of business, it lowers the cost of selling.

I would be glad to have your invitation to tell you the results of that method.

In the meantime, I am,

Yours very truly, D. J. WARSAW. LETTER No. 3.

March 23, 1915.

J. S. Hoffman Company, Chicago, Illinois:

GENTLEMEN,-I take pleasure in handing you a copy of "Paving the Way for Your Salesman," knowing that you will be interested because it contains a selling plan that has "made good" — a plan that is used by the most successful concerns in the United States. I hope that you will read it now and ask for complete information.

Very truly yours, Thank you.

LETTER No. 5.

D. J. WARSAW.

March 2, 1915.

J. S. Hoffman Company, Chicago, Illinois:

GENTLEMEN,- How many hours do your salesmen waste getting to the man who can buy your goods?

There is a method of making those men anxious to see your salesman, and to know more about your line. I can present the facts briefly, and let you judge for

yourself the merit of my suggestion. Awaiting your reply with interest, I am,

Yours very truly,

D. J. WARSAW.

LETTER No. 2.

J. S. Hoffman Company, Chicago, Illinois:

GENTLEMEN,- You and all other aggressive business men want to secure more business and lower your cost of selling.

I will be glad to send you our booklet, "Paving the Way for Your Salesman," which will give you some valuable ideas along this line.

May I send it now

Very truly yours,

D. J. WARSAW.

LETTER No. 4.

SO

let

qu

ca

an

Th

wi

let

J. S. Hoffman Company, Chicago, Illinois:

GENTLEMEN,—I sent you our booklet, "Paving the Way for Your Salesman." I know that you found it interesting, though brief. Now I want to sit down at your desk and tell you the rest of our story. How soon would you like to see me?

Very truly yours,

D. J. WARSAW.

LETTER No. 6.

Series of Six Letters Used in Direct-by-Mail Advertising Campaign,

In reviewing the method which enabled this firm to increase its business and reduce its selling cost, you may find a suggestion of value in your own business.

The Warsaw plant is a small one, but excellently equipped to handle a larger volume of business than had been secured through competitive effort; a condition faced by a large percentage of business men in almost every industry.

The solution of the problem applies to every concern whose business is now competitive.

Upon analysis we found that the most profitable product for this plant would be booklets, folders, circulars, etc. The next problem was to find those concerns most in need of such product.

I recognized the desirability of using booklets, folders and circulars as a means of coöperation with traveling salesmen, and the fact that firms employing salesmen

territories. The possibility of doing this for the salesman, so that on his first call neither he nor his firm is unknown, makes all of his effort productive.

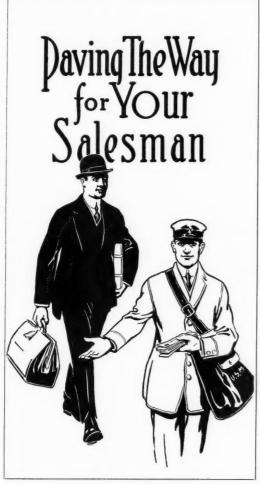
Direct advertising is creative because it presents your proposition briefly, consistently and progressively. It establishes an acquaintance with your firm, your product, its merit, and value, and in many cases creates a desire to do business with you before your salesman reaches the prospective customer.

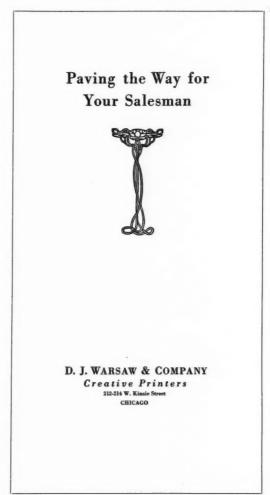
Direct advertising is also intensive, in the fact that you can place the name of every possible purchaser in any territory on your mailing-list, with the knowledge that you are economically preparing a way for future sales. In this analysis we find a reason for buying the product of the Warsaw company, just as you must in analyzing your field make your product, service and sales plan desirable and attractive to the consumer of your goods.

Having established the field, I prepared from competent credit sources a list of five hundred names, of which twenty-five were old customers of the firm. This list comprises all of the best houses whose needs are in accord with my plan of selling, and which were located within convenient reach of the office. My client is his only salesman, and the campaign was prepared to pave the way for his personal calls.

Recognizing the fact that the mail of every business man is extensive, I prepared a series of letters, each of sonal interview. Another letter was mailed a week later, enclosing folder which referred to the booklet.

The immediate result of this systematic effort is the demand for service in which competitive price is a small element. Six orders for campaigns were secured, with additional orders for other printing, permanent relations were established with eleven new customers, and a large number of small orders have been secured by telephone and messenger. The plant is operated with a definite knowledge of cost of production, and all orders are showing a





Cover and Title Pages of Booklet Which Increased Business and Reduced Selling Cost for a Printer.

which briefly made one point, and established a definite reason for investigating Mr. Warsaw's proposition. These letters were mailed Tuesday evening, to avoid the smother of Monday's accumulation, and the overflow that is frequent on Tuesday. In response to the first letter there came nineteen invitations to call, at a specified time, upon an individual with authority to buy printing. The second letter, a week later, brought twenty-three such replies. The third letter, twenty-six. In the fourth letter a booklet was offered, to which fifty-two replies were received, with the request that the booklet be mailed to them, and nine invitations to call personally. A week later the booklet was sent to the remainder of the list, which resulted in fourteen telephone calls making appointment for per-

very satisfactory percentage of profit. The campaign is successful because Warsaw & Co. demonstrated their ability to fulfil every demand that their selling effort has created, not only in production of attractive printed matter, but in the character of personal service they render their customers. As a result of their service to new customers, a number of firms who were not on their original mailinglist have been attracted through the recommendation of other customers. In the character of their own advertising campaign and its results, they have demonstrated to the firms on their mailing-list the value of "paving the way for the salesmen," and in their own experience they have demonstrated that this is a practical method of reducing the cost of selling, and increasing business.

The text-matter of the booklet used with so much success by the Warsaw company is as follows:

Paving the Way for Your Salesman.*

Let's spend a day with your star salesman.

Up early - feeling fine - keen - enthusiastic.

Traveling for the finest house in the world - selling the best line ever made - price is right.



"Up early -feeling fine."

This and the five following illustrations were used in the booklet, giving it the human interest so necessary in direct-by-mail advertising.

Sending in card to buyer for firm who can not fail to appreciate the line.

The careful selection of material - the perfect workmanship-the utility of every article and exceptional value.

Buyer will see him presently; several other fine, cleancut men are also waiting to tell their several stories.

Your salesman looks at his watch - waits, waits, an hour is gone - can't leave because he must see his man.

His turn comes, the buyer is seeing many salesmen as fast as he can dispose of them.

Your salesman introduces himself - your firm - then your line - and before he is fairly started the buyer says, "See me the next time you are in town; nothing doing now."

Your salesman displays his best salesmanship, but he is a diplomat and yields for this trip.

Why can't he make the sale this trip? Because the buyer doesn't know your salesman -- your firm, or your goods, and to a degree looks upon your salesman as an intruder upon his time.

His call on the next firm is better, because your salesman has called before and introduces himself by reviewing the statements made on his previous visits.

He has paved the way and on this trip closes his sale,

and has made himself a customer who has gained confidence in the salesman and the goods he sells.

So it goes through the day, sales are closed when he has paved the way - in the other calls he is paving the way for future sales.

A good day's work well done - orders mailed - early to bed for another day.

Thousands of salesmen are putting in just such days all through the year.

At the end of the year your star salesman may leave to accept more money because he controls trade that you have paid for in selling cost.

Well, what of it?

Simply this, you can pave the way for your salesmen and make new customers - your customers.

More than that, you can reduce the cost of selling and increase the individual sales of salesmen.

How? By creating prospective customers in advance of your salesman's calls.

By telling your story to your trade as you want it told, not as a salesman may think it should be told or as secondary to his own personality.

You can reach thousands of prospective customers in a single day through direct-by-mail sales' letters, sales' booklets, circulars and demonstrational follow-up.



"See me the next time."

o b o a a g

c o e si tl

That this method is practical and economical is demonstrated by the most successful concerns in every line.

We render a definite service in the preparation of your kind of direct sales effort - based on your own experience and expressing your own methods and personality.

You will find that this service is just what you have thought of and wished for a thousand times.

Now - without obligation to you, just reach for your 'phone and call Main 4658, then say, "Warsaw, I'd like to be shown the value of your service in my sales."

^{*} The text-matter of the booklet herewith reproduced, and the illustrations used with this article, are copyrighted, 1915, by D. J. Warsaw & Co.

NATIONAL EDITORIAL ASSOCIATION IN CONVEN-TION AT LOS ANGELES.

Newspaper editors from all sections of the country gathered in Los Angeles, California, on Tuesday, Wednesday and Thursday, June 29 and 30, and July 1, in attendance at the sessions of the thirteenth annual convention of the National Editorial Association. At a supplementary business session, held in connection with the International Press Congress, at San Francisco, officers were elected and a place at which to hold the 1916 convention was selected.

The officers for the coming year are as follows: Col. Lee J. Rountree, editor of the Georgetown (Tex.) Advertiser, president; George Schlosser, of Sioux Falls, South Dakota, secretary, and William R. Hodges, of Sleepy Eye, Minnesota, treasurer.

The program for the first day of the convention contained addresses of welcome by the mayor of the city of los Angeles; Governor Hiram Johnson; Prof. B. O. Bliven, on behalf of the School of Journalism of the University of Southern California; and F. W. Richardson,



"Tell your story to your trade."

president of the California Press Association. A response on behalf of the National Editorial Association was made by Hon. L. C. Crampton, Member of Congress, and editor of the Lapeer (Mich.) Clarion. The president's annual address, the appointment of the convention committees, and the various reports, made up the balance of the program for the first day.

On the program for the second and third days of the convention were papers and addresses on various phases of newspaper work, all of which proved of extreme interest and value. Among the subjects presented for discussion were "How to Get and Hold County Circulation for the County-seat Newspaper," by H. J. Blanton, of Paris, Missouri, and Jens K. Grondahl, of Red Wing, Minnesota; "Getting the National Advertiser into the Country Press," by John Lee Mahin, of Chicago, Illinois; "How to Get and

Hold Advertising," by Fred E. Hadley, of Winnebago, Minnesota; "The Editorial Page," by Herbert Cavenness, Chanute, Kansas; "The Small Daily as a Big Factor in American Journalism," by M. D. O'Flaherty, of New York; "Scientific Newspaper Management," by C. H. Prisk, of Pasadena, California.



"Call Main 4658."

The entertainment program consisted of visits to the expositions and the many places of interest in southern California, as well as a number of stops en route to the convention.

TYPOGRAPHICAL TECHNICAL SERIES FOR APPRENTICES.

The great undertaking of the Committee on Apprentices of the United Typothetæ and Franklin Clubs of America in providing a thorough and complete set of text-books for the instruction of apprentices is rapidly nearing completion.

These text-books, some sixty-five in number, cover every aspect of printing and the allied industries so far as it is possible for them to receive book treatment. The materials used at every stage, from paper, ink and type to presses, motors and composing machines, are described, explained and illustrated. All the processes are studied, from the preparation of manuscripts, through composition and presswork, to the marketing of the printed and bound product. The literary elements of printing are carefully discussed and the story of the art is told from the beginning to the present day. There is also a careful study of estimating and cost accounting.

These books when completed will form a collection of material for the study of the industry superior to that available to any other trade. It is expected that these books will be ready for publication in a few months and the committee is now receiving advance subscriptions. The coöperation of various contributors, each book being written by a specialist, has made it possible to offer this series, in a handsome pressed-steel case made to contain it, at an extremely low price. For information, address Frederick W. Hamilton, National Apprentice Director, 2 Park square, Boston, Massachusetts.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privileges under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

All applications must be accompanied by stamped, self-addressed envelope. Answers to positions open appearing in this department should be addressed care of "The Inland Printer." They will then be forwarded to those represented by the key numbers.

Embosser Seeks Change.

(3193) Thoroughly familiar with all kinds of embossing, hot and cold; at present working on postal cards, catalogue covers, large label sheets, etc., desires to get in touch with some one in the novelty line, photo-mounts, etc., with a line of general work on the side; also familiar with printing and die-cutting. Willing to start at moderate salary if prospects for advancement are offered.

Linotype Machinist Seeks Position.

(3194) Linotype machinist with seven years' experience, understands all models and is capable of taking charge of battery, seeks position, preferably in newspaper office. Good references.

Photoengraver Seeks Change.

(3195) A photoengraver, having nineteen years' experience in all branches of newspaper work, desires to connect with a newspaper where one man can do all the photoengraving. Married. Good habits. Best of references.

Pressman Seeks Opening.

(3196) A pressman, with about twelve years' experience on all classes of work, flat-bed and rotary, and can take charge of the simpler kinds of bindery work, seeks connection with a medium-sized concern that would appreciate honest, conscientious service. If possible, would like to secure a financial interest in the near future. Prefers Central or Southern States, but will consider any proposition that is reasonable.

Job Compositor Seeks Change.

(3197) A job compositor, thirty-three years of age, a student of the I. T. U. Course and a first-class workman, desires position in Chicago if possible.

All-Around Printer and Linotype Operator-Machinist Seeks Change.

(3198) Desires position where he can work part or all time on machine. Is a good job and advertisement compositor, and has had twelve years' experience in both country and city dailies and job shops. Twenty-nine years of age, sober and reliable. Will accept position on weekly, daily, or in job shops, but part of the work must be on machine.

Seeks Position in Business End of Printing Business.

(3199) Desires to go into the business end of the printing business, either office or estimating, but prefers office. Has owned half-interest in small shop, working on presses, buying stock, soliciting new business and managing shop affairs. Graduate of Oberlin College. Best of references.

All-Around Printer Seeks Climatic Change.

(3200) Experienced in all departments of the printing business—job compositor, proofreader, operator of both linotype and monotype machines—and having served apprenticeship in office of small city weekly, consequently well able to do general all-around work, even to job-press work, seeks change of climate, preferably in the West or Middle West. Married, steady and reliable.

Compositor Seeks Position in the Country.

(3201) A union man, fourteen years' experience on the case, some experience on machine, would like to connect with some country shop having a linotype.

Proofreader Seeks Change.

(3202) For the past fifteen years employed as proofreader on publications, both German and English, besides miscellaneous job, catalogue and booklet work, also editing of copy. Considerable experience as a translator of German into English, and vice versa. Best of references. Prefers eastern Ohio, but will consider other locations.

Compositor Seeks Position.

(3203) Expert catalogue and commercial compositor, specialist on small work, wants chance with progressive, well-equipped plant as head jobman, layout man, charge of small office, or anything with a future. Thirty years of age; married; good habits; union. Willing to locate anywhere in the United States.

Seeks Position as Stockman and Paper-Cutter.

(3204) Five years' experience running a medium-sized bindery, and for the past six months stockman and cutter for large shop running sixteen presses. Is considered above the average as a workman. Twenty-five years of age; unmarried; a member of the International Brotherhood of Bookbinders' Union, and can furnish the best of references.

Seeks Position as Two-Thirder.

(3205) Having had five years' experience on both stone and case, seeks a position as a two-thirder. Best of references.

Combination Hand Compositor and Linotype Machinist Wanted.

(3206) Combination hand compositor and linotype machinist-operater wanted August 1. Fine opening and good wages to the right man. Must be first-class handman on high-grade jobwork and good on linotype machine.

Opening for Commercial Artist.

(3207) A printing firm in Ohio has an opening for a commercial artist, capable of designing and retouching. Prefers man familiar with photography.

Job and Cylinder Pressman Seeks Work.

(3208) A competent job and cylinder pressman, twenty-seven years of age, sober and reliable, desires permanent position. Can also do good half-tone work. Prefers position in the North or Northwest.

Opening for Good Job Printer with \$1,000 to Invest.

(3209) Seeks the services of a good job printer who is willing to invest \$1,000 or \$1,500 with services, and who can take charge and run shop in one of the oldest printing-offices in a town of 40,000. A good position for a good man.

Seeks Position as Machinist-Operator.

(3210) A competent machinist, speedy and accurate operator, also good case man, desires change of location. Has worked on all models of linotypes and intertypes in both newspaper and job offices. Married; thirty-five years of age. Willing to go anywhere, but prefers Western States

First-Class Ad. and Job Man Seeks Position on Country Newspaper.

(3211) A first-class ad. and job man, with fifteen years' experience in newspaper and job offices, seeks position on country newspaper, preferably in shop having machine. Steady and sober. Can also work on job presses. Age, twenty-nine years.

Proofreader Desires Position.

 $\left(3212\right) \;\;A$ college woman, technically trained in the business, seeks position as proofreader.

Opening for Job Compositor.

(3213) Seeks the services of a first-class job compositor who has good taste and is a neat, accurate workman who can plan the work and lock his forms. Has a fine shop in one of the prettiest towns in Iowa. A permanent place assured to the party capable of meeting the above requirements. Salary according to ability...

Seeks Permanent Position as Journeyman.

(3214) Printer with over twenty years' experience, most of that time as foreman of country shops, four years as editor and manager, seeks position in good office in Florida or Texas as journeyman where position would be permanent if he made good. Best of references.

Opening for Good Pressman with \$1,000 to Invest.

(3215) Opening for a good pressman to take charge of two cylinder and two Gordon presses, able to invest \$1,000 with services. Do not answer unless ready to do business.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Printing a Heavy Form on a Platen Press.

a es.

on

ad

d

(1718) A Southern printer writes: "I wish to ask your advice about printing a heavy half-tone cut. My press is 12 by 18 inches, and the plate has very little locking-up room. It is really too large to work on the press, but was necessary. By running on slow speed the first effort proved satisfactory. Eight sheets of pressboard were used in addition to cut-out overlays. The second trial, however, proved too much for the press and had to be abandoned. In fact, the press broke down under the strain. I have tried to have the sheets (500 on 70-pound enamel stock) printed on a cylinder, but for some reason the job was not satisfactory. (1) Is there any way to print such a heavy cut on a press of this size without straining the press? (2) What amount of tympan should be used? (3) Is there any way to prevent the sheets from striking the form when impression is thrown off, which causes a great deal of trouble and spoilage? I trust I have made the matter clear and would appreciate a reply through THE INLAND PRINTER. I am only an amateur pressman, but profess to be a fairly good printer."

Answer .- The plate is evidently too heavy to print on your press. (1) Possibly you would have had better success had you used but one pressboard and a piece of rubber beneath it. The rubber would give the desired resiliency and prevent any undue stress on the machine. amount of tympan with make-ready combined is problematic. It is possible that six or eight sheets will be sufficient. To this may be added one pressboard and the aforesaid piece of rubber, which is about one-sixteenth of an inch thick. (3) The use of too much tympan is the cause of the plate touching the top sheet when the impression is thrown off. Do not use so much tympan and you will overcome that difficulty. It is not advisable to attempt printing a half-tone plate that almost fills the chase. To attempt a similar piece of work on a large cylinder press would almost meet with failure. While we know of no fixed rule to work from, much is left to the judgment of the printer in testing the power of his press.

Hand-Cut Versus Mechanical Overlays.

(1720) Submits an eight-page section of a magazine, each page having a square-finished half-tone plate 3½ by 4¾ inches in size. Each plate, with one exception, is a portrait copied either from an oil-painting or an old and faded photograph, nearly all being more or less flat and lacking gradation in tone. This fault is in the copy — the engraver and the pressman being blameless. The edges of the engravings lack the fine line usually found around square-finished plates; as a consequence, the edges print hard, owing to the failure of the pressman to cut off his overlay just inside of the margin. The pressman writes:

"Under separate cover I am sending you a sheet of eight half-tones printed with double-tone brown. This is my first job with this ink and on this paper, and would like to have your advice as to how to improve this job, as we have another set of plates for the same article to go in the September-October issue of our magazine. Was the right amount of ink carried, and was the impression too heavy or was it faulty make-ready? For cut-outs I used folio in place of book-paper. Made the job ready with three overlays for a run of eighteen hundred impressions. I have also enclosed engraver's proofs and would like to know if the engraver could not have improved the plates a bit, as I think they are rather poor."

Answer. - Owing to a flatness in some of the subjects, they appear to be incompletely made ready. This could hardly be remedied by the pressman in his make-ready; in fact, to attempt to improve the engraver's work would be to cause further distortion in the portraits. Perhaps the only logical thing to do would be to use a mechanical overlay, the principal feature of which is the automatic selection of the relief tones, giving a gradation impossible with hand-cut overlays. It would not then be necessary to use three overlays. One good overlay with a carefully spotted-up sheet would ordinarily be sufficient for a form of plates with no type but the plate title. The amount of impression appears adequate, but some of the plates appear as though they should have been washed out, as the middle tones appear muddy. The relief furnished by the mechanical overlay conforms exactly with the tone value, thus making it comparatively easy to run your forms with the minimum of ink and still have good color. We would state that it is a serious error on the part of employers to continue printing half-tone work without having a mechanicaloverlay outfit or license. Do not wait until your competitors compel you to install the mechanical method. Pressmen themselves have been slow in recognizing the value of the new overlay methods. Happily they have come into line.

Flock for Felt Goods.

(1721) An Illinois novelty concern writes: "We have recently been doing a great deal of experimenting in printing upon felt goods, such as pillows, pennants, etc. Would like to have you advise us as to where we can purchase "flock" or ground felt with glue, which we understand is used largely for the work. We would also greatly appreciate any advice as to method generally used in handling same."

Answer.— Nearly all large printing-ink houses carry flock. It may also be secured from wholesale dealers in painters' supplies. In printing the ground work for flock, a special varnish should be used. This, also, is handled by the printing-ink houses. The flock varnish is usually tinted

up to the color of the flock, so that the uncovered places are not so prominent. Thus, if using the varnish as a ground for white or red flock, add white or red ink to the varnish, as the case may be. As flock is not made in as fine a state of division as are pigments, it will not fully cover the ground laid for it. When a white design is desired, a better covering can be secured if magnesia is added to the flock. With colored flock, add the appropriate dry color. Some use common starch instead of the magnesia. In printing use as many rollers as possible, and use a grained plate, as the ink will adhere to the plate better in such a case. A maple block makes an excellent printing-plate. As considerable ink must be carried, the design should be as open as possible, and the depth of cut-

that should be used in printing these slides? This information, or something similar, was published in The Inland Printer a few years ago."

Answer.— As you are so far removed from the base of such supplies, we would suggest several ways to obtain the desired materials without undue loss of time. (1) To obtain a transparent piece of celluloid, procure a kodak film from a photo-supply house in your town. Make a solution of hyposulphite of soda, two ounces, and five ounces of water. Cut the film into pieces of suitable size and immerse them in the hypo solution. Keep them moving all the while, and when they become fully transparent, wash them in running water for five minutes, then hang them up separately by a clip attached to one corner to dry.



Echoes from the Advertising Men's Convention.
A portion of the crowd of spectators and delegates.

ting should be doubled, owing to the softness of the fabric. As the flock can not be rubbed into the printed design like bronze powder, a surplus of the powder is deposited on each piece of felt. Naturally the flock does not readily adhere to the varnish. It is a good plan to pass each piece through any ordinary clothes-wringer in order to press the powdered material firmly into the printed design. The material so treated should stand over night without further handling. The next day the surplus powder may be shaken off and each piece receive a final cleaning off with a brush having long bristles. An ordinary flat varnish brush will answer the purpose. It is not advisable to use a stiff brush, as the flock may be detached from the design.

Transparent Material for Moving-Picture Machine Slides.

(1716) A Canadian printer writes: "Will you kindly supply me with the names of firms who manufacture or handle celluloid or gelatin suitable for the manufacture of advertising slides for motion-picture machines? Will you also advise me if there is any particular kind of ink

When they are fully dried out they are ready to print upon. The printing may be done with a good job-black ink, if gold size is not available. Print with an offset impression and bronze both sides, using a fine bronze. Select plain type-faces without fine lines. (2) If you can not obtain the photo film, perhaps you can secure some of the plain or colored sheet gelatin that is used to enclose fancy boxes of candy. If plain, this transparent material may be colored by using Diamond dyes dissolved in alcohol. The celluloid photo film, before it is dried out, may be dipped in a colored solution, and it will retain the stain. The printing of the gelatin will be carried on in a similar manner as described for the photo film. Owing to the tendency of the gelatin to absorb moisture, the handling must be with dry fingers. (3) If the foregoing materials are not at hand, procure from your hardware dealer some transparent sheets of mica. You may have to inspect a number of sheets before a suitable one is secured. Mica does not readily take the ink, so in order to give it a surface for printing secure about a spoonful of transparent

tkdvavert

varnish and with a clean composition roller distribute the varnish on the imposing-stone or similar smooth surface. Lay the mica on a flat surface and pass the roller carefully over it in both directions until the surface appears to be coated. Allow it to dry, and it will then take the ink easier than in its normal state. (4) In default of all the foregoing materials, a piece of vegetable parchment printed upon in the ordinary way will give a fairly good projection on a screen where a strong light is used. If you can not get this kind of transparent paper, use a piece of onionskin folio or tissue and rub one side of it with a wad of cotton saturated with castor oil. The oil will render it more transparent. In regard to the mounting of the various materials: Procure some glass slides of suitable

or.

ND

of

in

To

ak

a

ve

ze

V-

nt,

ng

·y.

if

m

in

in

in

es l-

ie

d

ie

ır

e

g

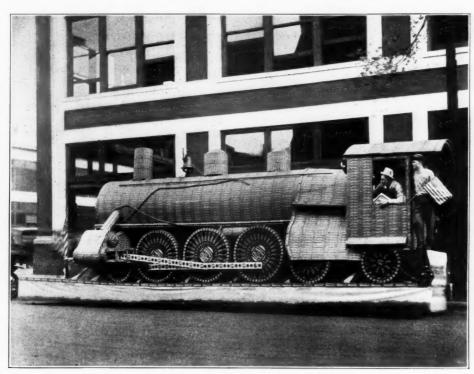
ls

e

a

r-

that you could suggest to us methods which other printers have carried out and found to give at least some satisfaction. Our efforts at reducing the humidity in the room by turning on the heat have been very disappointing, and we find it is utterly impossible for us to do anything with it in this way. We therefore seem to be helpless, as our pressroom on two sides is practically all windows. It occurred to the writer that perhaps some method might be devised by which a certain amount of humidity may be created in this room at all times, equal to the amount of humidity which might be produced from outside sources during a rainy spell, but just how to go about this we do not know. Of course it would be necessary to produce moisture or humidity in the room only when especially



Echoes from the Advertising Men's Convention.

Sunshine biscuit float.

size — or you may use old magic-lantern slides — the substance on which can be removed with hot lye, such as is used to wash forms — and enclose the printed material between two pieces of glass. The edges of the glass may be bound together with strips of gummed paper or passepartout tape.

The Control of Humidity in Pressrooms.

(1719) The manager of a large private printing-plant writes: "For some time we have been making an effort to regulate the humidity in our printing department, with practically no success. We purchased a hygrometer and kept a record of the degree of humidity in the room each day, and find that during the past ten days, when the weather changed from clear and dry to exceptionally wet and rainy, there was a variation of over twenty-six degrees, which represents a change of over fifty per cent. Of course this is entirely too much to permit us to handle register work satisfactorily, and we therefore are trying to overcome this and thought perhaps it might be possible

close register work is being produced, and it therefore seems that from an economical point of view this idea could be put into effect, if the first cost of installation would not be too great. Would greatly appreciate it if you would give us the benefit of the experience of any printers who have been giving this matter their particular attention."

Answer.— From what we could learn regarding the producing of artificial humidity in pressrooms, very little has been done in this direction by engineers. It is not a new problem in textile mills and other plants where electrical disturbances and other troubles are controlled by artificially produced moisture. The turbo-humidifier is a device for imparting additional humidity or moisture to the air in a factory where it is often desirable to increase the natural humidity of the air. By this device, with the aid of air at sixty-five pounds pressure, water is vaporized and delivered into the atmosphere. As is well known, vapor follows the law of gases, and diffuses itself throughout a room, no fans or other artificial means being necessary

for its distribution. We are unaware of this method being employed outside of textile mills, but can see a possible opening for the method in printing-plants. We would like to have an expression from those who have attempted other methods of controlling humidity, for the purpose of producing good register, and will give publicity to their experience as well as furnish further details regarding the turbo-humidifier.

Written for THE INLAND PRINTER.

GETTING BEST SERVICE FROM PRINTERS' ROLLERS.

BY ROSCOE E. HAYNES.

With amendments by a manufacturer of printers' rollers.



S the artistic and intelligent compositor loves his types, because in them he finds the means by which he may express his ideas of arrangement and design, even so does the skilful pressman regard with veneration his inking rollers, knowing that upon their serviceability and handling depends, to a large extent, the appearance

of the finished product of his presses.

Such a pressman realizes that the best care and attention must be given the rollers at all times, but many skilful and painstaking men have much difficulty in getting the desired results, through a lack of comprehensive knowledge of roller construction, effect of climatic conditions, inks, detergents, etc.

Briefly speaking, printers' rollers are divided into two classes - those to be used in winter and those intended for use in the summer months. The former are made and used from the latter part of September to the first of May, when the latter generally become necessary. Deviation from this rule depends largely upon location and length of seasons in various parts of the country.

Amendment by a Roller Manufacturer.

The statement that "the former are made and used from the latter part of September to the first of May, when the latter generally become necessary," illustrates a common mistake which pressmen make. They will put in their winter rollers the latter part of September, regardless of the weather conditions, and will expect their rollers to give good service because they are new. September is frequently as hot as July. If the weather continues hot, a pressman should use his summer rollers while the hot weather lasts, and should not change to the new winter rollers until the weather gets cool. In fact, it is good practice to alternate with summer and winter rollers as the weather varies. September weather conditions are very changeable, and this fact should be kept

In addition to the two general classes might be mentioned several minor divisions or varieties of rollers, such as cylinder, job, process work, etc., but the two main divisions named cover all of these and are of interest chiefly in regard to the difference in construction and use.

Winter rollers are made to resist the effects of the drying atmosphere experienced in cold weather. Artificial heat, used to maintain the proper temperature in the pressroom, increases the drying tendencies, and thus rollers for winter use must be made of a composition which will withstand such extreme conditions. Summer rollers, on the contrary, are made for use during a season when moisture is almost always present in the atmosphere. Such rollers are therefore made of an entirely different composition, the ingredients - with the exception of glue - being nearly opposite in most respects.

Having the above facts in mind, the pressman should be able to govern intelligently his orders for rollers of suitable and seasonable qualifications, and should act accordingly.

He must not expect to secure good results in summer by the use of winter rollers which have hardened through age. Neither will summer rollers, even if made in August, work satisfactorily in October or later months.

Amendment by a Roller Manufacturer.

The statement, "He must not expect to secure good results in summer by the use of winter rollers which have hardened through age," is misleading. As a matter of fact, winter rollers never get hard, no matter how long they are kept. They get a little harder, through seasoning, than they were when originally cast; but they never get hard in the sense that a summer roller gets hard; and when the warm weather of summer comes they get very soft and very sticky and tacky, and usually will not give good service except under unusually favorable conditions. This erroneous assumption that winter rollers get hard is a very common one.

Probably the best time to order rollers is about two weeks before they are to be used, whether it be summer or winter. If rollers are ordered in a hurry for immediate use, the manufacturer should be advised accordingly and he will produce a harder and drier surfaced roller in consequence, but its life will invariably be shortened by the necessity.

When new rollers are received they should at once be put in a vertical rack in a closed closet, where they can be kept in a cool, dry place for ten dry days. This will allow them to season properly before being put into the press. Of course during this seasoning process the rollers should not be covered with grease or oil, or any covering which would exclude air from the surface. It is essential that the face of the roller should toughen so that it will take up and distribute the ink and meanwhile withstand the repeated contact with sharp rules and other parts of the type-form without cutting or marring its surface.

Properly seasoned rollers will generally give very good results for a considerable period, although much depends upon their care and treatment during use. As the working surface represents the intrinsic value of the roller, the very best of attention must be given them at all times to insure an adequate return for the money invested. For this reason considerable care is necessary in adjusting new rollers when first put into use.

In setting form-rollers, it is better to set them at "touch" rather than at "flat," as by so doing the pressman will avoid cutting and tearing of the rollers and, at the same time, will secure better inking results, as the form will print sharp and clear. When rollers are set too low the work often presents a muddy appearance, as though the ink had been daubed on the form with a brush. Halftones and small type will also fill up quickly if the rollers are set too heavy.

Form-rollers should always be tested for height to type, according to the form to be worked, small forms requiring a lighter touch than large ones. When this adjustment is complete, the vibrator or other auxiliary distributing rollers may be placed in working position and the form-rollers moved forward or back to a point which will allow proper contact for distribution without undue pressure from the metal rollers or the "riding" of the form-rollers by the distributors.

Oscillating rollers must be so arranged that they do not drag upon the form-rollers and cause the latter to move, even slightly, from side to side. If the ends of the roller shaft are worn so that there is a chance for such an oscillating motion of the form-rollers, iron washers may be put on the ends of the roller shafts between the raised portion and that which rests in the roller socket.

Where ink-table and "angle" rollers are in use, the latter should be set just low enough so that they lift free

from the sockets when in contact with the ink-table. They should never pound or rattle, however.

The ductor roller — sometimes called the "duct" — leading from the fountain-feed roller to the ink-table, must be so adjusted that it presses firmly against the feed roller and yet returns to the table without "snapping" or pounding. The ductor must turn by friction while in contact with the feed roller, but if set too tight it will not do so.

With his press properly equipped with seasonable and suitable rollers, each correctly adjusted, it would seem that the pressman had little to worry him thereafter in the handling of the inking apparatus, but unfortunately there are numerous agencies which work against him and tend to destroy the serviceability of the composition rollers at many stages of the work.

Many of the process-inks contain acids which ruin rollers through "tanning" and drying of the sensitive surface, and the same is true of inks of the reflex varieties and those having "tones." Oftentimes this chemical action takes place very rapidly and a set of new rollers is rendered unfit for use before the job in hand is completed. There seems to be no help for these troubles, as the best ink and roller makers offer no solution to the problem.

It may not be generally known, but with rollermakers it is an accepted theory that the human skin is the best known agent for the purpose of transferring ink or removing same—this is exemplified by the practice of inking engraved plates by hand. The roller manufacturers, therefore, aim to produce composition rollers as nearly as possible similar in texture to the skin. Thus, inks or detergents which dry or injure the human skin will act in a similar manner upon printers' rollers as made at the present time.

For this reason, the best wash for modern rollers is kerosene oil. This may be used in the necessary quantity, and if all excess is removed with a dry cloth the rollers can be used again soon after washing. A number of other cheap oils may be used, lastly benzin. Turpentine should never be used, as it is a dryer. Lye or patented inkremovers are to be avoided, as they will ultimately destroy the sensitive surface of the rollers by chemical action.

Many schemes are resorted to by clever workmen to secure best results and lengthen the life of their rollers, and the following suggestions are offered as having been tried and found of value by some of the more skilled craftsmen in this branch of the printing art:

When possible, a special set of rollers should be kept for red, yellow and orange inks, as rollers used for the dark colors, like black, blue, brown, etc., become stained so thoroughly that no amount of washing will remove the pigment from the composition, although it will be sure to work out during a steady run and spoil the color and keep it from remaining pure in shade or tone.

In printing with copying-ink, a special set of rollers should also be used, preferably hard ones. They should be washed with diluted lye water previous to inking up, in order to remove all grease. After the work is printed, the rollers may be cleaned with soap and water or with weak lye.

When working a short form on a cylinder press with the ink cut down in one end of the fountain so that the distributing and form rollers carry no ink on part of their length, it is a good plan to place a small amount of lubricating oil on the unused portion of the rollers occasionally. This prevents friction, which often results in heating and melting of the composition.

Roller bearers, either of wood or metal, are great aids

in the working of platen-press forms, as they carry the rollers at an even tension over light or rule forms, making them print sharp and clear. Bearers also prevent the cutting of the rollers.

On platen presses the proper adjustment of rollers may be secured by the use of different sets of roller wheels, varying in diameter, according to the size of the rollers in use. The larger wheels should be used upon the rollers when first received, but as time passes and the rollers shrink, the smaller wheels may be used.

Comment by a Roller Manufacturer.

Too much stress can not be laid on the importance of setting rollers. They should be set every day, or twice a day if necessary. Setting rollers takes but a few minutes, and if rollers are properly set they seldom give trouble. There are numerous instances where pressmen neglect this precaution, and running the rollers improperly set causes them to run down through the undue amount of friction, the consequence being that a much longer time is spent in cleaning up and starting over again than would have been occupied in the proper setting of the rollers in the first place.

In washing a press for red ink, where dark colors have been previously used, many pressmen advocate running on a small amount of lemon-yellow or white ink after the first wash-up, and then giving the press a second thorough cleaning.

In summer, if the rollers absorb moisture to such an extent that they will not take up or transfer the ink properly, the trouble may be remedied by removing the rollers from the press and, after washing carefully, rolling them upon a sheet of clean white paper over which has been dusted a quantity of powdered alum. Rub the alum well into the surface of the rollers with the fingers and then wipe off the excess powder with a clean cotton cloth. When replaced in the press, the rollers will be found to be greatly improved. This is but temporary relief, and must be repeated at intervals during such weather.

Inks which dry quickly on paper stock may be depended upon to do likewise on press and rollers. In any event, it is better to be upon the safe side and wash up the rollers while the ink is soft, not only because of the saving of "elbow grease," but also for the reason that the vigorous scrubbing necessary when ink has hardened upon a set of rollers is very bad for the composition. The friction heats and dries the surface of the rollers, while the hard rubbing often opens small flaws or cuts in the rollers and causes rapid disintegration of the composition from these sources.

An easy and rapid method of cleaning cylinder-press rollers is to remove them from the press and, after placing a sheet of heavy paper upon the floor, hold one of the rollers upon its end and pour a quantity of kerosene oil over the face of the roller, near the opposite end. The roller should be turned constantly while pouring on the liquid, and the ink will soon be softened so that it can be wiped off with a soft cotton cloth, wiping from the bottom to the top, in full-length strokes. All excess oil will pass down the roller shaft and settle upon the paper. Be careful to wash off the oil or ink which remains on the lower end of the shaft after the work is done.

When rollers are not in use, the best way to keep them from drying out is to cover the surface with heavy lubricating oil or soft news ink. This keeps the air from reaching the surface of the roller and also prevents mice from eating the composition.

The foregoing, while covering the subject of rollers in a general way, contains the elementary and more important facts relating to their manufacture, adjustment, care, etc., together with practical suggestions as to their use.



BY E. M. KEATING.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

What Is a Clean Proof?

A West Virginia operator writes: "I would be very much obliged if you would answer the following question: What is a clean proof? Do you call it a clean proof if the operator sets every galley without an error? I have seen operators setting proofs with three, five, eight and ten errors to a galley and they call it clean, but I never asked any experienced proofreader what is the meaning of 'clean proof.'"

Answer.— As there is no standard by which to judge, we could not say definitely what a clean proof is. Proofreaders who have been asked the question have answered to this effect: A clean proof is a relative term and applies to matter having a negligible number of errors, which depend somewhat upon the copy, the personal element (the operator) and the machine. Take, for instance, ordinary news matter from good typewritten copy, the errors, excluding those of a mechanical nature, should not exceed one to a thousand ems. So if we compare two proofs from the same grade of copy, and one shows an average of two errors to a thousand ems while the other has one error to a thousand, the latter, by comparison, would be called a clean proof. A proof without an error is unmistakably a clean proof. If you will send us some proofs for inspection, we will have a definite basis for an opinion. As the question stands, we could give no decision, as we can not fix a standard. Circumstances, such as the nature of work, copy, condition of machine, etc., may enter into the consideration.

Sunken Characters on a Slug.

An operator submits an eighteen-em eight-point slug having a sharp face. Several of the characters are depressed on the edge next to the rib side of the slug. By trimming off three points of the rib side of the slug on a Miller saw-trimmer, it shows the interior of the slug to be very spongy. The air-bells that are close to the face are responsible for the sunken characters, as no depressions occur at any other place on the slug. The operator, in writing, states: "You will notice some of the characters are depressed on the enclosed slug. I am unable to find a remedy for the trouble. I would consider it a great favor if you would enlighten me on this subject and thus overcome one of the problems which now confronts me. The fault is present only when eight-point solid body is cast. This trouble occurs regardless of the amount of metal in the pot."

Answer.— Your trouble may be due to any of the following causes: (1) Dirty plunger. Clean it daily, so that the grooves do not become filled up with the fine gray powder. (2) Worn plunger. If the plunger has not been

renewed within the past year, order a new one. (3) Holes on side of well may be closed. Open the holes with the pot-mouth wiper hook, if you have one. (4) Cross vents in pot mouthpiece may not be open sufficiently to allow the air to escape from mold cell. Open them daily with the point of a knife blade or other pointed instrument.

How Machines Are Abused.

An operator-machinist, who has traveled considerably, writes: "I am working on a new Model 8, which, from its present condition, does not appear to have received proper care. One of the first things I discovered was that the potlever roller did not rotate. My employer said it had not turned for two months, and he kept oiling the pot-lever cam so the roller could slide easily. He had a machinist try to remove it, but he gave up the job. When I took off the lever I found seven of the anti-friction rolls were broken or otherwise damaged. After ordering new ones and replacing them, there has been no further trouble in that locality. Am having trouble with spongy slugs. I clean the plunger regularly every day, and have cleaned the well several times. The plunger now works quite freely in the well. When a cast is made the metal boils or bubbles up around the plunger as it descends. It does not seem possible that a plunger could wear so much in such a short time. What can I do to remedy this trouble, as I can not get a good body on my large slugs?"

Answer.— While a plunger ordinarily will not wear sufficiently in such a short period to allow it to fit loosely, we judge that it had not been cleaned very often, if at all, until you came. The gray dust found in the grooves and on the edges of the plunger acts as an abrasive. Doubtless it should be replaced with a new one. Before ordering one, get your metal temperature to the proper point and see that the cross vents of the mouthpiece are kept open, also the holes on the side of the well. Also try casting with pump-lever spring on the outside notch of the lever.

Slugs Cause Column-Rules to Work Up.

A western editor writes: "The column-rules work up persistently, causing much annoyance. Locking the form loose or tight seems to have no different effect. Please suggest a remedy."

Answer.— Regular column-rules may be procured from the typefounders which will be a trifle thicker at the base. These will not work up. The rules work up owing to the wedge shape of the slug. As you doubtless know, a slug is a trifle shorter near the base than near the face, and, as a consequence, the rules will work up unless provision is made to lock them up uniformly. Where the rule is next to type part of a form, the pressure near the lower side is

more uniform than where slugs butt against the rule. We suggest that you score the rules heavily near the base so as to raise a burr; or, you may paste a strip of manila about the thickness of a post-card on both sides of the column-rule near the base. The strip should be no more than about twelve points wide. After the form is placed on the press it should be unlocked and planed down. The quoins at the foot of column should be brought up tighter than those at the side. Side quoins should be locked lightly first. The form, when ready to run, should not be sprung, or the rules are likely to work up. After the tympan is once cut by rules it is easier for them to work up. Change the tympan, removing the cut part.

Face of Slug Overhangs Body.

An operator in the State of Washington writes: "The slugs from our Model K show a slight overhang on both ends, preventing the satisfactory butting of slugs. What shall I do to correct the trouble? The roller in transfercam lever is worn flat from sliding on the cam surface. In some cases the transfer slide does not lock behind the releasing lever. What do you advise?"

e

r

n

е

y

n

d

.

Answer .- The right and left vise jaws should be adjusted inward sufficiently to prevent the line spreading to a greater width than the mold cell. This is a simple operation. For the right jaw, turn in on the square-headed screw against which the right vise jaw banks. It can be seen and corrected readily by opening the vise. The lefthand jaw can be set in farther by the square-headed screw on the left of vise head. This screw can not be turned until the screw in the arm is turned out of the flange. The flange has ten holes, so when you release the screw, turn the square-headed screw toward the right so that the next hole is in line with the screw released from flange, then turn in on this screw and try a line, having a square letter like a capital "H" on the end. Perhaps it will require several changes before you get the face in proper alignment with the ends of the slug. The roller should be replaced with a new one if the flat surface is very extensive. If it is not, a local machinist can true it up in a grinder for you. Oil the bearing before replacing the roller.

Imperfect Pot Lock-Up.

"I am having trouble with a Model 10 linotype. Some time ago the shoe on which the left pot leg rests was found broken. In replacing it, the adjustments controlling the lock-up were misplaced, and since then we have been unable to get it to work right for more than a day or two at a time. The result is a back squirt. The squirt alternates, first on one side and then on the other. Doubtless we are not going at making the adjustment in the right manner."

Answer .- We suggest that you test the lock-up between the pot mouth and mold. First remove the back moldwiper and then scrape any adhering metal from the back of the mold with a piece of brass rule. Coat the back of the mold evenly and thinly with either red or bronze-blue ink. Wipe the mouthpiece clean, and connect mold-slide. Close vise and allow the cams to make several revolutions. Examine the mouthpiece for ink-marks from mold. The deposit of ink should be uniformly laid. If the test shows an uneven deposit of ink, it may be necessary to readjust the right or left pot leg. Take, for example, where the ink appears strong on right end of mouthpiece. The right pot leg will then have to be set back a trifle, or the left leg may be brought forward. To move the right leg back, loosen bottom screw in pot leg, turn out a trifle on front screw and turn in on back screw. Repeat test after every change. Clean all ink off mouthpiece before each test.

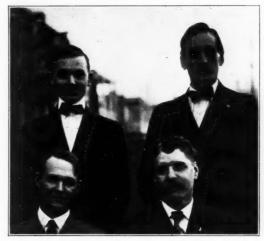
Dash-Rule Face Not Parallel with Slug.

Submits a thirty-em nonpareil slug with a light-faced rule which does not run parallel with the slug. The letter accompanying the slug states, in effect, that the rule as well as border appears out of alignment with the slug, and asks the cause.

Answer.— A common cause of this trouble is the mold-keeper being out of position, if it is on a two-letter machine. Another cause is the lower lug of the casting block being bruised. This defect will cause imperfect alignment with all slides on either single or two letter machines. Examine the position of the mold-keeper and see that it is up firmly against the mold base. Remove any burrs from the lug of the casting block with a fine file.

Matrix Ears Bent by Distributor Screws.

An Illinois operator, enclosing an eight-point period matrix, writes: "Am operating a Model 8, used about eighteen months, and am troubled considerably with distributor stops from thin matrices. The matrices clog up



Officers of the St. Louis Monotype Club.

From left to right, standing: Rawleigh Shepherd, president;
Joseph Lilly, vice-president. Seated: Leon Derr, secretary; Harry Hunt, treasurer.

in the back entrance — seem to stop just as they enter the magazine proper. Have investigated a number of times and can find no signs of bruises on the edges of the magazine. The trouble is with the lower-case "e" and "i" mostly. Am also sending you a matrix caught by the distributor screws just as it was lifted. It is the same old trouble, it seems, but I don't like to tinker with the machine, as it is practically new and has been well taken care of. Would like your advice."

Answer.— We judge from the appearance of the matrix ear that the trouble caused by bent ears is due to the need of spreading the bar point on the box bar. Suggest that you remove the bar from the distributor box. Lay the point flatwise on a solid metal support. With a punch and a hammer spread the point out a trifle. After this is done, try an eight-point period matrix and see if there is just enough room for it to rise by action of the matrix lifter. This should be done before replacing the box. After the box is in the machine, run in several lines of the thinnest matrices. Watch them as they are lifted, and see if

the ears clear the rail properly. If they do not rise above the top rail and give at least one-thirty-second of an inch clearance, you may have to reset the lifter. This, however, is a last resort.

Changing a Model 5 Magazine.

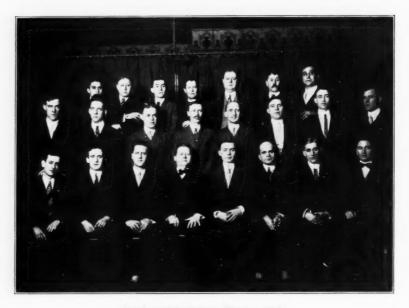
A northern New York operator writes: "I am about to take a position on a Model 5 and do not know how to change magazines. Will be obliged if you will give me the procedure."

Answer.— (1) Push the matrix-locking strip through hole on right side of the magazine near lower end. This strip releases the cam latch. (2) Draw forward on the

functions consist of picnics and high-class dances given at stated intervals, and are always very enjoyable affairs. In the summer the keyboard men make it their business to try to defeat the castermen at baseball, and in the winter all hands unite in a supreme effort to produce a winning team in the Printing Trades Bowling League.

FEDERAL PRINTING COMPANY'S ANNUAL OUTING.

The twentieth annual outing of the Mutual Benefit Association of the Federal Printing Company, of New York, was held on Saturday, July 10, 1915, at Duer's Park, Whitestone Landing, Long Island. This was the twentieth anniversary of the founding of the association, which was



Members of the St. Louis Monotype Club.
Reproduced from flashlight photograph.

magazine-frame cams. This operation raises the magazine. (3) Lift the magazine a trifle and allow it to move forward until the projecting bar of the magazine engages the hooks on the cam, then permit the magazine to assume a vertical position. (4) Turn the matrix-locking bar so as to close the upper end of magazine and then lift off the magazine. To replace the magazine, reverse the order of procedure.

THE MONOTYPE CLUB OF ST. LOUIS.

The accompanying half-tone is a reproduction of a flashlight picture of some of the members of the Monotype Club of St. Louis taken at one of their recent meetings held in the library-room of the Printing Trades Club of St. Louis. The club was organized June 6, 1908, with a charter membership of thirteen, and has grown steadily until it now comprises about ninety per cent of the monotype operators and castermen members of St. Louis Typographical Union, No. 8. The primary object in organizing the club was sociability, but when the membership increased, sports and educational features were also promulgated. Since the educational features were added they seem to be given precedence over the other features, and consist of talks on best methods of turning out work, particularly rush jobs; a question box for discussion of mechanical troubles; discussion of new appliances and improvements. Their social

started for the benefit of the sick and distressed, and is maintained by a weekly contribution of twenty-five cents per member. An average of \$1,500 is paid yearly in sick benefits.

The steamer Nassau had been chartered by the committee to convey the party, which numbered over four hundred, to the park. To the strains of music, and singing "Hail, Hail, the Gang's All Here," the steamer headed up the East river, passed Randalls and Rikers islands, and out into Long Island Sound, landing at the picnic grounds about twelve o'clock.

After lunch the party wended its way to the ball park, where games between the compositors and pressmen, and the Federal Juniors and the publishers, were fought to a bitter finish. The pressmen and the publishers proved the winners, receiving gold penknives as a reward for their prowess. After the ball games, various other games and contests were indulged in, and at the conclusion of the games the party returned to the pavilion, where prize dancing, for silver cups, furnished considerable excitement and enthusiasm, and bowling contests by some of the Federal cracks kept the three alleys busy until dinner time. Headed by Business Manager Fred Stevens, the grand march was formed, and at its conclusion all hands sat down to dinner. The meal over, dancing was resumed, and the winners in the games were awarded their prizes.

Written for THE INLAND PRINTER.

FROM PAPER-MILL TO PRESSROOM.

NO. VIII.— THE PHYSICAL ASPECTS OF PAPER.

BY WILLIAM BOND WHEELWRIGHT.



n

11

m

HE size and weight of a sheet of paper of any given quality and finish are its most obvious features, and when we speak of the weight of a sheet of paper we refer not to the one sheet, but to the weight of one ream of similar sheets. Most papers are ordered on a basis of ream weight for a specified size, as, for example, 25 by 38, 50-pound.

Blanks, cardboards and cover-papers, especially the first two, are more frequently ordered on a basis of bulk, as two-ply, three-ply, etc., with blanks and cardboards, and thick or double thick in the case of covers. The thinner covers are usually designated by their ream weight, though frequently quoted, as are the heavy-weight covers, the blanks and cardboards, in price by the hundred sheets.

The reason for this difference is probably that such stocks are sold in comparatively small lots, so that it is simpler to bill them in accordance with the number of sheets than to figure the weight of a small number of sheets and multiply by the pound price.

Another thing which facilitates the system is that these kinds of paper are carried in standard stock sizes, as the majority of orders are too small to be made in special sizes.

The relation between thickness and weight of a given paper is approximately a direct ratio. For example, given a sheet of machine finish 25 by 38, 50-pound, four sheets of which bulk .011 of an inch, the bulk of the same finish and quality in 25 by 38, 60-pound, can be approximately ascertained by the equation 50:.011::60:x, the answer of which is .0132.

The difference in bulk between two papers of the same weight depends on:

- 1. The finish.
- 2. The percentage of mineral filler.
- 3. The nature and treatment of the fiber.

For example, on a bulk of .015 of an inch to four sheets a super-calendered paper would weigh about 65 pounds, a high machine finish about 60 pounds, a text or medium finish about 50 pounds, an antique about 40 pounds. In other words, the density of a piece of paper is proportionate to the amount of calendering it receives. Naturally, the antique paper, lightly pressed and uncalendered, is loose in texture and full of minute air pockets, so that it is light for bulk, while the supercalendered paper is squeezed to a hard, dense sheet containing little air space.

If the proportion of mineral filler is great, the weight will be still greater in proportion to the bulk, as the specific gravity of the mineral is greater than that of the fiber, and the fine particles tend to completely fill the small interstices between the fibers, so that the air space is reduced to a minimum. If, in addition, a surface coating is added, we get a paper with the highest possible percentage of clay, and consequently a glazed coated paper has less bulk in proportion to its weight than any other kind.

The nature of the fiber brings about a difference, in that some fibers have thicker walls and smaller canals than others. The treatment causes a variation, in that a quick beating with sharp knives leaves the fibers more nearly in their original shape than a prolonged beating with dull knives, which breaks down the structure of the fibers and draws them out into minute fabrillæ.

The strength of a paper of given quality will also to a

certain extent be proportionate to the duration of beating, as well as the amount of pressing and calendering received.

An antique paper, having large air spaces and loosely knit as it is, has not the tensile strength it would possess if pressed and calendered to a greater density.

The addition of loading adds to the weight without increasing the strength, as it has no binding properties. Moreover, the bulk, in proportion to the weight, is lessened.

Consequently it is axiomatic, that of two given papers of equal weight, finish and quality of fiber, the one containing the less filler will be the stronger, as well as bulkier. The addition of filler, however, increases the opacity, gives mellowness, and improves the printing quality by equalizing the texture of the surface.

The addition of sizing tends to increase the strength of paper, owing to its adhesive properties, but if liberally used it detracts from the mellowness and gives the sheet a tinny "feel."

The length of the fiber also affects the strength, as long fibers give greater strength and better folding quality than short. It is not possible to get as close formation with long as with short fibers.

Hence occasions frequently arise wherein customers ask for characteristics which are somewhat contradictory.

A desires a light, bulky paper with a high finish, but a bulky paper with high finish must, in the nature of things, be heavy.

B desires a very strong, thin, but opaque paper. It is obvious that the strength of a thin, opaque paper can be but a relative factor.

C inquires for a closely formed sheet, with good folding qualities, but the first characteristic is only to be gained at the expense of the latter.

D wishes to print half-tones on an antique paper. In this case modern printing inventions have bridged over some of the obstacles of the past, and the offset press and extra-deep engravings have brought this last requirement within the realms of possibility, but unless resort is had to these new methods, the requirements again are irreconcilable to each other.

It is evident, however, that only through technical paper information can one solve such problems as necessitate a compromise capable of giving the maximum possible satisfaction.

The structure of paper, machine made, results in the greater proportion of the fibers in the formed sheet lying in the direction of the flow of the stuff. This determines what is called the "grain" of the paper. When paper is in the roll the grain of course is lengthwise of the web, but in the sheet the cutting and slitting may be arranged so as to leave the grain either lengthwise or crosswise of the sheet. This is an important consideration for a number of reasons.

In the first place, it is easier to tear the paper with the grain than across, as the fibers are parted rather than fractured in this way. This is a point which should be utilized by printers when printing detachable coupons.

Perhaps the most important consideration is the great difference in folding qualities. Many a paper will fold very nicely with the grain and crack badly if folded the other way.

Again, a great difference is noticeable in the flexibility of books, dependent largely on whether the grain runs parallel or at right angles to the binding. If flexibility is desired, the grain should run parallel to the back of the binding. Occasionally a wide-paged pamphlet, especially of light-weight paper, is improved by the rigidity to be gained from having the fibers run at right angles to the

binding. It is also true that this increases the strength of the binding, as the sewing or wire stitching passes around more fibers than if the grain ran up and down the page.

Not infrequently does the middle signature of a pamphlet pull loose from the binding. Usually in such cases the paper is not strong anyway, but it could have had more resistance had the grain run at right angles to the binding.

The tensile strength of a strip of paper is greater with the grain, but its elasticity is greater across the grain.

These last considerations are infrequently of any practical importance to a printer.

A convenient way to ascertain the direction of the grain in papers that do not show it clearly by folding is to cut two narrow strips a few inches long, hold them by one end so that they coincide. When held horizontally, if the loose ends do not part, it indicates that the lower paper has its grain in the long dimension. If the lower paper has its grain crosswise, the loose end will sag away from the top strip, because, as above remarked, a paper is more flexible across the grain. This test may be applied either to sized or unsized papers.

Another test is to cut a small square and moisten one side; the paper will curl into a little cylinder and the grain runs the same way as the length of the cylinder. This test can not be applied to an unsized paper.

This leads us to a consideration of the effects of mois-

ture and humidity on paper.

It will be recalled from the chapter on Paper-Making (No. VI) how plastic paper is in its moist stage, and how tenacious of water are the cellulose fibers. It will also be recalled that there is considerable shrinkage across the web of paper from the time it leaves the wire to the moment it is reeled. In fact, the very thing which makes papermaking a possibility is the shrinking of each individual fiber, occasioned by the expulsion and evaporation of the water, which has served as a carrier from the machine chest to the wet end of the machine.

This propensity of each individual fiber does not cease when the paper is made, but persists forever. A cellulose fiber will absorb moisture from the air in proportion to the relative humidity, just as the hair in a barometer is continually shrinking or expanding as the weather changes.

A definite percentage of moisture is normal to a cellulose fiber in proportion to the moisture in the air. The fiber swells as it absorbs, and shrinks as it gives off water.

Herzberg gives as the results of investigation with a good writing-paper made of rags, sized with rosin, the following report of the percentage of moisture retained under various degrees of relative humidity:

Relative humidity	Moisture contained		
of the air,	in the paper,		
percentage.	percentage.		
100	21.5		
90	13.5		
80	8.9		
70	8.4		
60	6.5		
50	5.6		
40	3.4		
9.0	0.0		

In a sheet of paper, where thousands of fibers lie side by side, the combined expansion is distinctly noticeable in the changing dimensions of the sheet. This gives rise to difficulties in securing accurate register in color printing, owing to atmospheric changes. The manufacturer may minimize this difficulty by a careful formation of the paper and by regulation of the drying, so as to turn out the paper as nearly as possible containing an average normal percentage of moisture.

The same conditions are responsible for wavy edges, which occur principally along the cross-grain dimension of the sheets. The ends of the fibers, being exposed, easily absorb moisture as paper lies in a pile, but the moisture seldom permeates more than a few inches into the pile. Therefore, the larger part of each sheet is unaffected, but the fibers exposed to the air expand when absorbing moisture increasing the area of the exposed end and, consequently, causing it to assume a wavy formation which is suggestive of a ruffle.

When feeding such sheets to a cylinder press, much trouble may arise if the waves occur along the "gripper edge," which is usually on the longer dimension of the sheet. In some instances the difficulty may be avoided by ordering paper with the grain running the long way of the sheet, which also offers another advantage in relation to securing close register, namely this: the area of the sheet in square inches will increase least through atmospheric expansion which occurs across the grain if the cross-grain dimension is the lesser.



Echoes from the Advertising Men's Convention Mascot of the delegation of advertising men from California,

THE RAKE.

A small, henpecked, worried-looking man was about to take an examination for life insurance.

"You don't dissipate, do you?" asked the physician, as he made ready for tests. "Not a fast liver, or anything of that sort?"

The little man hesitated a moment, looked a bit frightened, then replied, in a small, piping voice: "I sometimes chew a little gum." - Collier's Weekly.



BY J. C. MORRISON.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

"LEGAL" ADVERTISING AND "LEGAL RATES"—Cont'd. Where the "Folio" Is the Unit.

Minnesota uses the "folio" as the unit, and the full legal provision is as follows:

For publishing any notice, order, citation, summons, or any other proceeding or advertisement required by law to be published in any newspaper, no printer shall receive more than 75 cents per folio for the first insertion, and 35 cents per folio for each subsequent insertion. And for the purpose of computing the same, a folio is declared to be equal to the space occupied by two hundred and fifty ems of solid matter of the kind of type used.

The Minnesota statute defines a folio not as "250 ems solid," but as the "space occupied" by the same, and therefore a reasonable amount of white space is permissible.

Montana may by this time have a new law. Will A. Campbell, of the Helena Independent, writes:

We charge, and are allowed by law to charge, the State of Montana \$1.50 a "folio" for legal notices, straight matter. Rule and figure work, \$2 per "folio." A folio is defined as "one hundred words," and then for the convenience of the printer the statute makes "one inch a folio." In solid nonpareil it really takes about 1½ inches for a folio—that is, the nonpareil we have on our machines.

There is a bill before the governor, which he may sign, which requires legal notices to be set in solid nonpareil, and more definitely defines a folio as "one inch of solid nonpareil thirteen ems pica wide."

We charge, of course, 50 cents for each subsequent insertion.

Country publishers get the legal rate, which is the maximum rate of the codes, but we regret to say some of the daily newspapers are taking legal advertising as low as 40 cents a folio for the first time and 25 cents thereafter, but as we get the government and state work, and make affidavits that these rates are the commercial rates charged individuals, we never run any notice for less than the rates specified above.

The state treasurer's reports, advertisements for bids, notices of meetings of the railway and public service commissions, notices of public auctions of public lands and similar notices are required to be published, as well as the annual statements of insurance companies doing business within the State of Montana.

New York uses the folio of one hundred words which Montana is trying to get away from. The New York law says:

The term folio shall mean one hundred words, counting each figure as a word. When an officer empowered by law to do so shall order an official advertisement published in a newspaper in display type or to be so displayed as to leave an unusual quantity of blank space in the advertisement, or to contain pictures or diagrams, or where the character of such advertisement requires it, such advertisement shall be paid for by measurement over all of such space necessarily used, two square inches of space to count as one folio. When there are over fifty and under one hundred words, they shall be counted as one folio; but a less number than fifty words shall not be counted, except when the whole statute, notice or order contains less than fifty words.

And the rate is determined by the following section:

Except as otherwise specially prescribed by law, the proprietor of a newspaper is entitled, for publishing summons, notice, order, citation or other advertisement, required by law to be published, other than the session laws, for each folio, to 75 cents for the first insertion, and 50

cents for each subsequent insertion. In counties containing wholly or partially cities of the first class, except in the city of New York, the proprietor of a newspaper is entitled for publishing such notices, matters and advertisements aforesaid, other than the session laws for each folio, to \$1 for the first insertion, and 75 cents for each subsequent insertion. And in the city of New York to 12 cents per agate line of thirty ems for each insertion. If such notices, matters and advertisements aforesaid, other than the session laws, are printed in type other than agate, the proprietor of a newspaper shall be entitled to the number of lines such notices, matters and advertisements would occupy if set in agate, thirty ems to the line. The compensation for publishing the session laws must be fixed by the board of supervisors at not more than 50 cents for each folio.

There is one good point about the New York law, and that is the different compensation provided for the country papers, the papers in cities of the first class and the New York papers. In other respects the law is not good, and I am not surprised that the State Printing Board reports "that the laws relating to the rates and measurements are not uniform, as you will see, and are not entirely satisfactory."

Illinois requires that township officers publish annual statements and that "the cost for the publication of said statement shall not exceed the sum of \$1 per one hundred words." Other provisions require the publication of ordinances and notices of villages and cities, and for the delinquent tax list at 20 cents for each tract of land, and 10 cents for each town lot.

The "Square" as a Unit.

No newspaper man of one State would ever be accepted into fellowship with the newspaper men of another State if his entrance depended upon the giving of the correct answer to "What is a square?" The "square" has as many shapes and sizes as there are States that use it.

Nevada defines the square as ten lines nonpareil, and the rate is \$2. The law follows:

All advertising ordered or required by the State of Nevada, or by the respective counties of the State, shall be paid for by the State or county ordering or requiring the same at the rate of \$2 per square of ten lines nonpareil measurement for the first insertion and \$1 per square for each subsequent insertion—an insertion to be held to be one publication per week, whether the newspaper in which such advertising is ordered to be done be published daily or weekly; provided, that nothing herein contained shall prohibit boards of county commissioners from entering into annual contracts for the entire official printing and advertising or their respective counties when in their judgment a saving of public funds will be effected thereby.

Joseph Farnsworth, superintendent of state printing, informs us that the legislature at its recent session had this law up for consideration, but nothing was done. He says: "It is claimed by some to be a little excessive. The committee having same in charge, however, were told by the different newspaper men that although the rate was

high, a lot of printing had been done for less, not many of the publishers taking advantage of the maximum charge."

The legislative committee acted just right. I believe in a fixed rate rather than a maximum rate, but if a maximum rate be prescribed, it should be high enough to permit all the papers of the State to take legal advertising without having to take it at less than their regular advertising rate.

New Hampshire statutes provide that for advertising which is ordered in behalf of the State, "The compensation therefor shall be the same as is usually paid by individuals for the same character and amount of matter in the same paper." For advertising non-resident taxes, the legal rate

graphical union. In an introductory statement to his special recommendations, he says:

In our work of checking up county offices, we find a great lack of uniformity among counties, and much misunderstanding between county officials and newspaper publishers, in the matter of county printing. This misunderstanding seems to be as to what the law requires to be published, the form in which it should appear, and the legal rates to be paid for the same.

In some counties the publishers have charged more for some classes of printing than the legal rates, and in others they have not received as much as they are entitled to charge under the law. In some counties, officers are not publishing matters that the law requires them to publish, and in others, what they do publish is in such a condensed form that it fails to give the public information to which it is entitled.

We believe it is only fair to both newspaper men and the boards of



Grove Park Inn, Asheville, North Carolina.

Selected as the permanent annual meeting-place of the Southern Newspaper Publishers Association.

is fixed as "not exceeding \$1.50 a square for three insertions." The square does not appear to be defined.

South Dakota has a square of twelve lines nonpareil. The law is:

In all cases where publication of legal notices of any kind is required or allowed by law, the person or officer desiring such publication shall be required to pay at the rate of 75 cents per square of twelve lines non-pareil type or its equivalent, for the first insertion, and 50 cents per square for each subsequent insertion. . . All legal advertisements containing less than a square, as above defined, shall be paid at the rate of 10 cents per line of nonpareil type or its equivalent, for each insertion; but the amount to be paid for such fractional part of a square shall not exceed the amount to be paid for a full square, as above provided.

Iowa has a square of ten lines of brevier. The following is the law:

The compensation, when not otherwise fixed, for the publication in a newspaper of any notice, order, citation or other publication required or allowed by law, shall not exceed \$1 for one insertion, and 50 cents for each subsequent insertion for each ten lines of brevier type, or its equivalent, in a column not less than two and one-sixth inches in width.

Robert Henderson, the state printer, has issued a pamphlet in which he sets forth how official notices should be prepared and printed, and also gives samples of two-price and three-price matter in accordance with the statute taken in conjunction with the Supreme Court decision in Brown versus Lucas County, and the rules of the typo-

supervisors to say that, almost without exception, they are anxious to remedy this condition of affairs, to learn if possible, the real requirements of the law in these matters, and to ask for nothing except what they are legally entitled to.

While we are not trying to dictate to the county officials or publishers, still, owing to the above differences of opinion as to the requirements of the law relating to this matter, it is deemed advisable to issue this pamphlet, showing as nearly as possible the exact form in which each advertisement should be set up, and giving the number of insertions and rate to be charged for each under the law as construed by the attorneygeneral's department.

There is work like this to be done by the state printer of every State. The public is entitled to have the official information without abbreviation, and the newspaper man is entitled to his compensation for publishing the same.

Nebraska has a square of ten lines without being partial to any special size of type. Hon. Charles W. Pool, secretary of state, advises us that "the legal rate is \$1 per square of ten lines for first insertion, and 50 cents per square for each additional insertion; the law does not state what size type." The matters required to be published are "all the delinquent tax lists, the rate of which is 20 cents for each description of land and 10 cents for town lots: this tax list is published four weeks. Other requirements are estray notices, notice of tax deeds, county treasurer's report at the \$1 rate, proceedings of county boards."

Good Advice from Kansas.

Kansas has a square of 250 ems and another of 225 ems, and the rate varies. We are indebted to W. C. Austin, state printer, for the following information:

For state publications, maximum rate — 50 cents per square of 250 ems for the first insertion and 25 cents per square of 250 ems for each subsequent insertion. For all other legal publications, except for the State — \$1 per square of 250 ems for the first insertion and 50 cents per square of 225 cms for each subsequent insertion.

The matters required to be published.— (a) The State requires all Supreme Court syllabi; all notices calling for bids; certain reports named in the law; proposed amendments to the constitution; certain proclamations by the Governor; and other notices provided by the law. (b) County. List of bills allowed; treasurer's quarterly report; contract lettings; and other special notices. (c) City and township. Treasurer's reports; contract lettings; and other special notices. (d) Court, etc. Notice of suit; sherif's sale; appointment and settlement of executors and administrators; and other court notices.

"The rates charged by various publications," says Mr. Austin, "especially country newspapers, are very irregular

THE ESTHERVILLE ENTERPRISE

		BETHERVILLE, EMBLY COUNTY, 19WA, WEDSLESSAY, JUNE N. 1915		NUMBER OF
DR. MOON'S TRIP		DICALC DOCODAM	ANTER AND WHOCH I	TAPS SOUND EOR
AND EXPERIENCES	timet at Heese of Special had to the Made at Possion Plant Title Seconds	PICNIC PROGRAM	Probability on	
DE ALLIES BOAT TOTAL AND	Principal or the second	The First Annual Emmet County Farmers, Picnic Will Be Held on the M. J. Erb Farm, Southess of	Service Control of the control of th	COURSE MURRIS OF AUTEM LUMB TO MAJ 15 OIR TOM.
EVES MANY DETAILS OF SUITE	and the second of the	Ryan Lake, Saturday, July 3rd.	Service of the servic	WAS A VERTICAL OF CITE. WE
man of the Mante State of the S			St. St. and other bearings for any	Brown Ser a Resid of S. Bottom Will D. Bottom of Will Company.
		Order of the Day	ST to the termination of the second of the s	
tion of a se	to the property of a finite or	1030 c. st. MINOR SPORTS.	All the rivers the first over the se-	The same of the same
		Foot Races, Portin Race, Bors: Race, Golfs: Race, Climbing Polit, Tug of War, Queen, Inc. Price Suce bear announced. Price contents will be in charge of the Matshal of the Day and the Committee.	property of the state of the st	
		12 Nove Grand Processors to the Stand Led by Mar- shall, Speaker, Band, Edders of the People.	W sell by Married and a sell of the sell o	
		1345 to E.M. Picnie Dinner in Charge of the People. Committee. See committee closs here.	When it is or han that you had.	
	Maria Caral	1 ht to 200 Song, "My Country, To, of Thee," led by	Notice and the second	
The same to the same of the sa	P. dec. of two columns of the column	200 r. v. Address by Hon M. f. Graves.	A control of the cont	to higher than the last
at the state of the	The street of th	5 00 x, to. Closing at the Grand Stand. Awarding of Prots.	The state and the state of the	The sale of the sa
		ADDENDA	A Charles of Charles with a Charles of the Charles	to see to begin a second
	The second secon	Move of the day, Willington Band of system pieces. Waltington Gun Club, with tree-for-all will have a march shoot.	a reason to the manager of the con-	ing. To have so that it consti- ted. It has finded to the
1000	The state of the s	GER ACCESSTED CONSTITUTE Arthur Fischer, chima, has appointed as his ledgers Wm. Rabton, Iohn Rogers, Frank Traylor, O. E. McCall, H. E. Rogers, Har-	BY NO BY SURE OF SURE	The same of the same
	we have be not as a	Chis Legue, S. R. Reed, Mr. Luetti.	Charles and against an against ag	to an A de San I of
	Promotion shorts	It is desired by the management that automobiles too ing Eichers in should meet poungely at 10 s. m. at the bank corner on Lincoln street and that no car leave	A Serie Sagre and	April and April
	Tredition.	Without being well filled. There will be one on the around free for all and my	Street of 12 March 11 and 12 a	Section 10 - Section 1
		to the confert and pleasure of those attending.	the park array flow in a con-	total transcript
		Our Morto. "Watch Emmet Courses Gross."		Sport areas were first or carrie Sportly (in Walls) to a material St. St. Co.
		***************************************	A the married with a contra	To stand you filed in . His
		MINE SE, RESSON FESTIVAL		The best of the second
April and the second		Lis Commissions on New York State States of St	Sertent dies	word to drawn to
1 - A- 1 1 1		Street, the final and the street of the stre	Acres of the late of the late	to the land of the standard
Contractor day	with a set little with the fire	Course Francis Con trans Law Asset De America et 2 de 1 de	No de la descripción de la company de la com	Mr. Stein Rowald or star
The second of the second		and the second of the first second of the se	What has the to make how - in	And the second s
to done of our many	Made on the Barry Bullet.	and the same was a set of the same court for many a lead of the part con-	were to began the bed not not	of minors, Now York 1 from
and he are needed on \$5.50	by brown by a feet. The feet	There are the first and the fi	The grillion of the State was a new con-	Notice of Ottorn, Fra man
Annels being in the	postern Buy sweets now a new	an delign beneat to the control of the first the state of the control of the state of the control of the state of the stat	The season which of the organ	to a set that the best to a com- act hands it frames a serie a set of necessary the rad than it asked formation in E. J. detects and its or
to Mill and her line of or the	Regarded Free Base & Section 20 and 2	are contain factorial to the contained of the factorial to the factorial to the contained of the contained o	The contrave of the contract o	to a sport Lan
Standard Work of	or of Salana, but to provide all	to \$2.00 per tree habits of the facility of th	the fall glove that it is not at	A Big Since at the For You because may been and book and
of select of talk on the first of a death of the first of talk of the first of talk of the first of talk of ta	to the first of the Landson of the L	The second section of the second seco	And the process where it is not as the mail again, a give mail a car, where and cars had been for all and the mail and the second second had been the about a second to be	to high a big show at the order of Syste Later on 16th the 11-6. "In this page of the transfer of the transfer of the transfer of the
Statute Courts	e and have a majoried term			the man is better to stand and the sunt. All our countries and the day we require that are the day on distinct at most. The said of
And making a the form of the first of the fi	the said on the first the first the said of the said o	The state of the control of the state of the	and death of any other and the second of the	and proper metals. If the ser-
Principal Control of the State of the		From the State of State	the same and any part the fact	the fact that he is not
And the books of the	Patrider, Scriptore.	the product of the country of the co	of and deep southern to the many	sector floor or that they are the or
the sales of the sales of	Name of Street, and the street	And the reference to the company of the control of	2-16 Step 97th street the Property of the Step 1 St	that Spaces Mr. N c. and S. S

Picnic program nicely handled on first page of the Estherville Enterprise, Estherville, Iowa.

and range from almost nothing to full legal rates. The measurements vary a little from the fact that most country newspapers often figure on a basis of 10 cents per line nonpareil as legal rate for the first insertion and 5 cents per line nonpareil for each subsequent insertion. This approximates, but is not exactly the same as \$1 per square of 250 ems and 50 cents per square of 225 ems each, first and following insertions, respectively.

"Legal printing probably causes as much difficulty between newspaper people in a community as all other matters of difference between them. In my own judgment, there would be much less trouble between country-newspaper editors if the law prescribed a certain legal rate and made it mandatory that that rate should be charged, leaving no option or bid to the editor."

Mr. Austin's idea is mine exactly.

Indiana has a statutory rate of \$1 per square for the first insertion and 50 cents for each subsequent insertion. A square is fixed at 250 ems. An Indiana publisher says: "A very unjust feature of the law governing legal publications is that practically all of them are required to be published in one paper representing each of the two political parties. Under this restriction the party papers at the county-seats gobble about all of the legal advertising, as most of the smaller papers are non-partisan." If this



Good panelwork and display in page advertisement from Lebanon Duily

Reporter, Lebanon, Indiana.

be true, and if certain other things which we have heard regarding politics in Indiana be true, I can not help but wonder whether there is any connection between the conditions governing legal publications and the character of the politics of the Hoosier State.

Where the "Line" Is the Unit.

Wyoming uses the "line" as the unit, but the line is not defined and varies as much as twenty per cent in different papers, according to F. H. Westcott, deputy secretary of state. He further says:

The law . . . covers all legal and county printing or advertising required by the statute to be published — legal notices of various kinds, calls for bids, proposed constitutional amendments, etc. The matter "shall be set in brevier type, and shall be paid for, except as hereinafter provided, at the rate of not to exceed 8 cents per line, single-column width, for the first publication thereof, and not to exceed 5 cents per line for each subsequent publication." For the proceedings of the board of county commissioners, published once, the rate is not to exceed 5 cents per line. The publication shall be made only in a newspaper which has been published at least once each week for fifty-two weeks prior to the first insertion.

North Dakota has the best law of any State in the Union, so far as I know. The unit of measurement is the line, and the compensation is different for different

sizes of type. Two-price matter is understandingly defined. Wide publicity of official proceedings is provided for at a fair rate.

Taylor O. Thompson, state printer, provides me with copies of the law, as follows:

Legal publication fees.—In all cases where publication of legal notices of any kind is required or allowed by law, the person or officer desiring such publication shall be required to pay 7 cents per counted line of nonpareil type for the first insertion and 4 cents per line of nonpareil for each subsequent insertion; or 5 cents per counted line of brevier type for the first insertion and 3 cents per line of brevier type for each subsequent insertion. All tabulated rule and figure matter shall be computed at double the rates for straight matter. A line shall be construed to mean thirteen ems pica in length. In all cases of publication of notices required by law, the plaintiff, except in divorce cases, may designate the legal newspaper published within the county in which such notice shall be published.

County printing.—It shall be the duty of the board to cause to be published in three newspapers published in the county . . . a full and complete report of its proceedings . . . and the board shall pay for such publication (the legal rates mentioned above). All tabulated

receive a definite and predetermined fee for the service which he renders just as any other person performing an official function has the fee determined. In some States it might be advisable to graduate the fee.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

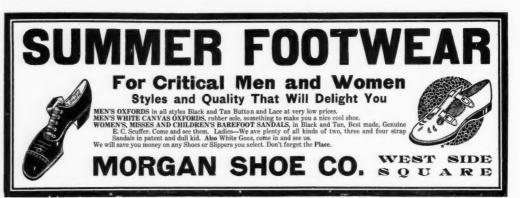
BY J. L. FRAZIER.

CHARLES W. HODSON, Manhattan, Kansas.—The two-page spread for the Lantz-Young Company is strong in display and admirably arranged. It is reproduced.

A SPECIAL edition of *The Free Press*, Osage City, Kansas, represents commendable effort in all departments, although the presswork is not up to the standard of the other work.

The Journal, Ione, Oregon.— Remove the acorn ornaments from the ends of the paper's heading, for they are meaningless and undignified. Otherwise the paper is commendable.

The Enterprise, Estherville, Iowa.— All departments of your paper are apparently well handled, but we admire especially the well-set advertisements and the excellent presswork.



Bold, strong display, simply arranged. From Lebanon Daily Reporter, Lebanon, Indiana.

matter, which shall consist of at least three justifications in each line, shall be computed at double the rates for straight matter.

The law further provides how the official newspapers shall be designated, and other formal provisions. Political advertising must be designated as such and paid for at legal rates. The fee for the delinquent tax list is 25 cents for farm lands and 10 cents for town lots.

Mr. Thompson is authority for the statement that these provisions appear to be satisfactory to all concerned. Norman Black, of the Grand Forks *Times-Herald*, says: "We have worked under this system in North Dakota for the past four years, and it is giving excellent satisfaction to both the newspapers and the publishers. It is simple and satisfactory, and the price is adequate for the ordinary country paper." Other friends in North Dakota have assured me that the law is excellent, and I have heard no dissenting voice.

Conclusions.

All laws which define the unit for legal advertising as an "inch," "folio," or "square" of a certain size type, "or its equivalent," are bad. No one can say what is the equivalent in brevier of ten lines of nonpareil on account of the various "fats," quad-lines, etc. Legal advertising should be sold by the line just as other straight-matter advertising is, and there should be a higher rate for tabular matter.

All laws which prescribe a maximum rate are bad, because after the law has hedged the publication of legals about with a lot of exacting and expensive conditions, the law should give the publishers some other return for compliance with those conditions than the privilege of bidding their heads off for the business. The publisher should

THE COMMENCEMENT NUMBER of *The Indiana Daily Student* is one of the most attractive papers we have ever seen and the presswork is admirable. On good book-stock, the half-tones show to excellent advantage.

THE JOURNAL PRINTING COMPANY, Greenfield, Ohio.—The page advertisement for The Gray Wolfe Company is well arranged, but the border is too heavy and one series of display-type should have been used throughout.

The Gazette, Danville, Indiana.— While the two-page advertisement is nicely planned, the fact that some of the panels are crowded and others unfilled produces an ill effect which is heightened by the use of such a variety of inharmonious type-faces—probably unavoidable.

The New Jersey Herald, Newton, New Jersey.— No serious fault can be found with your excellent publication, but we would suggest grouping the advertisements in the lower right-hand corners, rather than scattering them promiscuously over the pages. Presswork is admirable indeed.

The Chicago Herald, in a sixteen-page extra edition on June 26, 1915, carried the proceedings of the annual convention of the Associated Advertising Clubs of the World which had just closed, together with pictures of the newly elected officers and a number of prominent advertising men. It was an admirable edition.

The Tribune, Great Bend, Kansas.—Yours is an especially attractive newspaper and the first-page top-headings are excellent. The moving-picture theater advertisements mar the appearance of the first page materially and should be removed to another part of the paper. The advertisements are well set. In all ways your paper is a creditable one

advertisements are well set. In all ways your paper is a creditable one. Vol. 1, No. 1, of The Princess Anne Times, Virginia Beach, Virginia, has been received by THE INLAND PRINTER, and if its present standard is maintained we predict for it a bright future. Presswork could be improved materially. On the copy sent us the tape seems to have been set too near the type and slipped over it, punching through and mashing the packing.

CASTLE TESTERMANN, Ithaca, New York.— The page advertisements are models of clean advertisement composition, the style being such as to stamp the store as one which caters to a high class of trade. Personally, we are great admirers of two-line prices, but, of course, in the case of these advertisements the copy was too heavy to spare the extra

room necessary for two-line prices. You made remarkably good time on them. $\,$

ice

an

it

S.

for

ed.

nts

up

ed.

The Paonian, Paonia, Colorado.—Subheadings on your first-page stories would improve their appearance very much, making the group from heading to body-matter less abrupt. The advertisements are cut up into too many groups, and in some cases continuity of reading is materially affected. The simplest symmetrical arrangement of advertising is best, for it makes reading easy. Presswork is commendable, but a trifle too much ink is carried.

The Daily Register, Clarksdale, Mississippi.—Mechanically, your paper could be improved by the use of a uniform series of head-letter on the first page and by an orderly, symmetrical arrangement of the first-page stories. The weak border used for most of the advertisements contrasts disagreeably with the bold Adstyle, Powell, and other display-types used. Plain rule borders around all the advertisements in the paper would give them an appearance of uniformity.

Isle of Pines Appeal, Nueva Gerona, Isle of Pines, West Indies .-

which has come to our attention in some months is *The Black Hills Booster*, Rapid City, South Dakota, a new weekly publication devoted to mining, manufacturing, agriculture and commerce. Printed from new and well-selected type-faces on smooth book-stock, it makes a very presentable appearance. An attempt has been made in some of the advertisements, however, to use larger sizes of type than necessary and the display is crowded. Editorially the paper is all that its name implies — a booster.

The Times, Marshfield, Wisconsin.—On the copy of your paper sent us, entirely too much ink was carried. In the advertisements, spacing of lines is not good and the advertisements are not nicely "whited out." Take, for example, that for H. Ebbe & Co. in the "Home Products Page": Owing to the arrangement of the headings, flush with the beginnings of subordinate lines, too much space is apparent at the right of the page compared to that at the left. Had the headings been centered, the symmetrical arrangement of the white space would make it more pleasing.



Handsome two-page advertisement by Chas. W. Hodson, Manhattan, Kansas.

While your Eleventh Anniversary Number is by no means a perfect example of newspapermaking as regards mechanical work, it is nevertheless about as good as possible under conditions we know to exist in the average small-paper plant. The sixty pages printed on book-stock in picture and story give a good impression of the beautiful island upon which it is printed, instilling in the reader a desire to go there to live beneath the palms.

The Tribune, Hebron, Illinois.—You publish an interesting paper and in the matter of news give your readers their money's worth, and it goes without saying that such papers give their advertisers value received as well. The clean first page is a commendable feature. We note improper justification in several of the advertisements, and the use of battered rules makes the corners and other points where the rules join inattractive in appearance. Advertisements are well displayed, but spacing in some cases is rather poor.

Skagit Valley Enterprise, Concrete, Washington.— Too many styles of borders are used around the advertisements and the lack of uniformity is not pleasing. Some of the advertisements appear to have been hurriedly set, and in your issue of July 10 the type-sizes are too large in the advertisements for M. J. King and R. F. Crooks in comparison to others of like size. On the first page of the same issue an improvement would result if the half-tone were placed at the top of the columns, the poem at the bottom and the news story between.

Hyde County Bulletin, Highmore, South Dakota.—While your souvenir issue of June 24 represents commendable effort, the advertisements are overdone in the matter of rulework and the appearance of the pages is not pleasing. Regular square corners are preferable to circles and decoration used as corner-pieces. Do not square up an italic line with a roman capital line as you have in the half-page advertisement for Harris & Hays on page 13. Presswork is very satisfactory but one sheet additional impression could have been used advantageously.

One of the most attractive papers from a mechanical standpoint

In the issue of June 25, announcement is made of the sale of the Chronicle, Santa Paula, California, by D. A. Webster, to E. L. Boardman. Immediately upon gaining possession, the new proprietor enlarged the paper to seven columns and installed a new Premier press, both for the purpose of printing the paper and for book and job printing. An improvement in the presswork was immediately noticeable. The make-up of the first page is not pleasing, in our estimation, because of the cut-up appearance due to boxed editorials, a variety of styles in headings and unsymmetrical arrangement of them. One series of border consistently used would materially improve the appearance of the pages.

In a special edition of forty-four admirably printed pages, The Daily Reporter, Lebanon, Indiana, sets a mark which we doubt has ever before been surpassed in a town of 7,500 people. The advertisements are attractively set, though we can not refrain from feeling that a great improvement would result in some cases if fewer faces were used, especially in a single advertisement. The pages are well made up, the placement of the advertisements and the arrangement of the headings being satisfactory in all cases. More power to you—pacemaker of small-town dailies! Two of the advertisements are reproduced herewith.

CAMPBELL CALVERT, Laurel, Montana.— The first page of your paper is unattractive because of the variety of styles of types used for headings, but the arrangement of the headings is along the lines we consistently advocate. It is giving the item too much prominence to place a double-column scare-head over the story of the wedding of a couple of smalltown folk regarding whom there is no especial distinction. The delicate leaf border about the advertisement for B. L. Price in your issue of June 23 contrasts disagreeably with the large block-letter used for the main display line. The advertisement is crowded, as an attempt was made to use type too large in size. The paper appears to be ably edited.

The Sun, Murray City, Ohio.— You are working under a great handicap in attempting to get out a good paper with the type and press in your possession. Personally, we would set the price of a given item in ten-point before resorting to the use of a capital S for a dollar-mark. In the advertisements for Star Herman in your issue of June 24, smaller sizes of the type you had, the group centered in the space, would have been better than the wood type you used to such a disadvantage in an effort to fill the space. If you are so short of head-letter that you must use body-type for some of the headings, leave headings off those articles, using dashes only to separate the story from those which precede and follow.

The Evening Telegram, Tarentum, Pennsylvania.—Advertisements in your Industrial and Financial Edition are not at all good, due mainly to the use in them of such a variety of type-faces, most frequently noted of which are condensed and extended, bold and light face block-letters. It seems that instead of striving for a pleasing arrangement depending for display and effectiveness on contrast in size between headings and subordinate matter, the object was to crowd into the space the largest possible sizes of type. The result is a medley of confusion and nothing stands out as distinctive display. In the arrangement of the display, and in whiting-out, carelessness and thoughtlessness are apparent. Do not use so many type-faces, for when you do you are handicapped from the start. The issue represents commendable work on the editorial and business departments, but the mechanical department has

times. The irregular advertisers caused the average deficiency of 82 inches a week and should be charged with this deficiency in building a rate-card.

PRINTING AND ALLIED TRADES OF WINNIPEG HOLD OUTING.

Eleven hundred members of the printing and allied trades of Winnipeg, Manitoba, Canada, together with their families and friends, journeyed to Winnipeg Beach on June 22, 1915, and had an enjoyable time celebrating the second annual picnic of the allied trades. The first event after reaching the grounds was a baseball game between a team made up of compositors and pressmen, and one from all other departments of the industry. The game was well contested, honors going to the "all-comers'" team.

A splendid program of sports - races and athletic

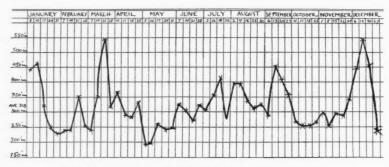


Chart Showing the Patronage in Inches of a Typical Country Weekly.

fallen short on its part — to some extent because of poor material or being compelled to get the edition out on "too short notice."

KEITH ROGERS, Park Rapids, Minnesota.— We admire the clean presswork which characterizes your paper. We are also cognizant of the clever editorial work manifest in the character and preparation of the news. However, you have in your equipment too great a variety of typefaces and borders, in the use of which an appearance is attained that is by no means harmonious. The handling of the advertisements by the compositors, as far as display is concerned, is very good. We advocate at all times the elimination of advertising from the first page. When it is placed there, however, its position should be with a view to the appearance of the page rather than to satisfying any whims or fancies of the advertisers. On the first page of your issue of June 10, the two large advertisements, each of which is just one-fourth the size of the page, is such that the page is badly cut up. The only proper arrangement of these two advertisements was to place one under the other, thus filling three full columns and allowing the reading-matter three full columns

WHY THERE IS A "SLIDING SCALE" OF ADVERTISING COSTS.

This chart shows the patronage of a typical country weekly for one year. In adopting a rate-card, it is most important to remember that the steady advertisers are the ones who make the continuous production of the paper possible, that their advertising is carried at the least cost, and that they are entitled to the most favorable rate. The rate-card should encourage the steady advertiser to remain a steady patron. On the other hand, the advertiser who rushes in for a week in January, again at Easter, again for a midsummer sale, again for a fall opening, and again at Christmas, should pay a certain proportion of the cost of producing the newspaper during the forty-odd weeks when he is not patronizing it. The average patronage was 318 inches a week. The paper could carry 400 inches a week, and had to be prepared to furnish 400 inches at all

events of various kinds—had been prepared and was enjoyed by all. The star attraction of the afternoon, following the program of sports, was a baseball game between the master printers and supplymen. These two teams were made up without the players being aware of their being placed on the teams, and their names were called after the program of sports was finished. At the end of six innings of the funniest ball game ever witnessed, the score stood 28 to 22, in favor of the printers, who were thereby declared winners. Shortly after eight o'clock the tired but happy crowd left the beach for Winnipeg.

A PATRIOT'S PRAYER.

O God, in whom our fathers trusted, uphold and deliver us also in our times of trial and perplexity and enable us to keep the way of honor and of peace. Guide and sustain our President and all who speak and hear for us in other lands, giving them wisdom, strength and patience. Suffer us not to fall into that flame of war in which so many of the peoples of the earth are burning. Keep our hearts from hate and cruelty, from ambitions that destroy and jealousies that eat out the heart of brotherhood. Overrule in all events and changes of the hour, bringing Thy purposes to fruition in an age of good will when Thou shalt reign among the sons of men in righteousness. Remember those who have suffered loss that we might be a nation and those who in the past have given their lives for our defense and honor. Let Thy mercy be with war's victims everywhere, in field and hospital and in homes that gave freely and are bereaved and sorrowing. And make an end of war in Thine own time, O God! In the name of Christ. Amen. - By Isaac Ogden Rankin, in the Congregationalist.

OUTING OF HENRY O. SHEPARD AND INLAND PRINTER COMPANIES.

On Tuesday, July 20, The Henry O. Shepard Company and The Inland Printer Company gave an outing to their employees and families at Glenwood Park, Batavia, Illinois.



Mrs. Clara J. Shepard.

Though clouds threatened in the early part of the morning, the sun won its battle for precedence and the day proved to be all that could be desired for a picnic and was greatly enjoyed by the large number present. Three special trains left Chicago over the Aurora, Elgin & Chicago Railroad, carrying the picnickers, armed with baskets and other paraphernalia necessary for a "day in the woods," and it was not long after the arrival at the grounds before the contents of the baskets began to disappear with rapidity.

The only cloud that hovered over the outing was the unavoidable absence, through illness, of Mrs. Jennie O. Shepard, president of The Henry O. Shepard Company and The Inland Printer Company.

The reason for the outing was well explained in the program of events under the heading "Why?" as follows: "On this occasion, the first general outing of the working

forces connected with The Henry O. Shepard Company and The Inland Printer Company, the most natural question to ask is 'Why?' The answer is 'Because.' This is written before the event comes off, but if you, dear reader, will look at the faces of your fellow sisters or sister fellows (the proofreader will fix this defect in English), you will discover what was in the minds of the projectors of this diversion from the regular routine of business namely, for the whole works to have a good time. We are taking a day off to remind us that we are all working together in a common cause - to make a living, to build up and sustain a fine business, and to get as much good feeling and enjoyment out of the process as the freight will stand. The more we enjoy, the more we can live; and the more we live, the bigger the things we can do. So we are out for a good time - because."

Committees composed of members of the various departments had been appointed to take charge of the program, and all events were carried off on schedule time, without a break or a shadow of an accident to mar the pleasure of the day. From the time the trains reached the grounds until twelve o'clock was devoted to a review of the grounds and a general get-together, with dancing, boating, etc. At one o'clock, as many as could be gathered together assembled on the baseball field for a group photograph. At half-past one a baseball game of seven innings was played between the composing-room and the allied departments, the composing-room team being given the title "Jellyfishes," and the allied departments "Microbes." The "Microbes," after a well-played game, succeeded in down-



Harlan E. Babcock, The Chicago Herald's poet.

ing the "Jellyfishes," the score standing 9 to — well, suffice it to say that the "Jellyfishes" were buried with solemn ceremonies at noon of the day following.

Races and contests of all classes, and for all ages, weights, heights and sexes were indulged in for the rest

of the afternoon, prizes being given the winners of first, second and third places in each. The prizes were all given by the officers, heads of departments, and prominent employees of both companies.

The climax to the picnic — or, probably it might better be said, the ball game — came on the following day, when all of the employees of the allied departments, the "rooters" for the "Microbe" team, gathered in the bindery on the first floor, and in solemn procession, with four of the men carrying a small black casket, marched double-file up to the composing-room on the third floor and amid great lamentation held a mock funeral service for the "Jellyfishes." Umpire Weisrock officially pronounced the team dead as the casket was placed upon one of the stones, a wreath of flowers laid on it and dirt spread over.

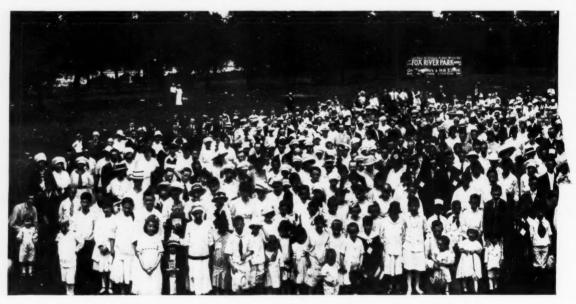
In appreciation of the good time given the employees,

Minnie G. Kennedy. For the composing-room: Philip G. Howard, John M. Larking. For the pressroom: John L. Leuthner, A. H. Jensik. For the bindery: Margaret Cotton, Eugene J. Murphy.

The metropolitan press does not usually give space to festivities of this character, unless the festivities have been attended by some untoward features, but even ordinary prose was not capable of expressing the feelings of the representative of the *Chicago Herald*, who immortalized himself in a "versified" description of the affair on the following morning.

Picnic of Printers Moves "Bab" to Verse.

Now good Ben Franklin, long a shade
Upon that bright and shining strand,
Came back to earth a space and made
His rendezvous in Happyland.
'Twas yesterday at Glenwood Park,
Batavia, where Ben's shade viewed



Forces of The Henry O. Shepard Company and The Inland Printer Company in First

the following resolutions were prepared, signed by members of the committees representing each of the departments, and submitted in suitable form:

RESOLUTION OF THANKS.

At a meeting of the joint committee composed of members of the various departments of The Henry O. Shepard Company and The Inland Printer Company, held July 23, 1915, the following vote of thanks was drafted and tendered Mrs. Jennie O. Shepard, Mrs. Clara J. Shepard, The Henry O. Shepard Company and The Inland Printer Company:

WHEREAS, The employees of The Henry O. Shepard Company and The Inland Printer Company, on Tuesday, July 20, 1915, spent a day of rest and recreation at Glenwood Park, as the guests of Mrs. Jennie O. Shepard and the above-named companies, and in appreciation of this expression of good will and the opportunity given for all to get together for a day of pleasure outdoors;

Be It Resolved, That a vote of thanks be tendered Mrs. Jennie O. Shepard, Mrs. Clara J. Shepard, The Henry O. Shepard Company, The Inland Printer Company, and all the officers, members and friends of the above-named companies who contributed so much by their thought, work, means and time to the success of the outing, and to the comfort and pleasure of everybody attending.

Be It Further Resolved, That a copy of this resolution be sent to Mrs. Jennie O. Shepard, Mrs. Clara J. Shepard, The Henry O. Shepard Company and The Inland Printer Company.

(Signed) For the technical school: Fred A. Crowell, Charles F. Thomas. For the editorial and advertising department: Jean H. Stauter, Caroline Ahlers. For the counting-room: Edith F. Schonfeld,

A printer band upon a lark, And there his spirit youth renewed.

"The art preservative of arts"
Owns Franklin as its patron saint.
His memory in myriad hearts
Is held secure and has no taint
Of anything that does not hold
Him as a man of purpose great,
Who gave the world of wealth untold
And opened wide Art's widest gate.

The bright particular event
That brought Ben's shade back unto earth
A picnic was, where bliss was blent
With merriment, in scene of mirth.
This happy outing was the first
The Henry O. Shepard printing-plant,
So famously in artwork versed,
Did workers and their families grant.

Some fifteen hundred, more or less —
A jolly, hungry, carefree crowd —
Forsook the city's strife and stress
And willingly themselves allowed
A day of pleasure unalloyed
In sylvan prospects, close to Pan,
Where care was nil and null and void,
Dispelled beneath the bright hour's ban.

THE INLAND PRINTER magazine —
The Bible of the printing trade —
The Shepard company's pet, I ween —
Fine showing of employees made.
'Twas one big, happy family
Assembled in a friendly way,
To drain the cup of outing glee —
Forget the shop and — well, just play.

The day was perfect — breezy, bright —
In this respect beyond compare —
A day of summery delight.
It did not (to this fact I'll swear)
Have anything upon the "feed" —
The picnic dinner — such a feast!
They took me in, supplied each need —
Result: My girth was much increased!

The sport events were fierce and fast, With fun and keen excitement fraught.

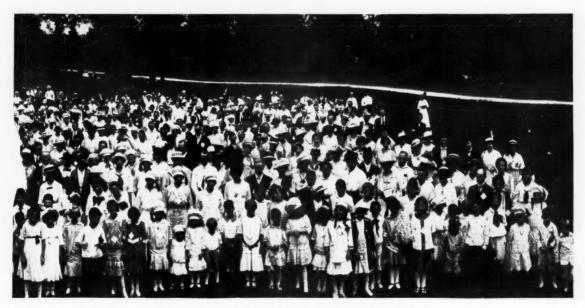
SOME PRACTICAL HINTS ON PAPER-RULING.

BY JOHN J. PLEGER



N ruled work, the drops and lifts, the number of times a sheet is run through the machine, and the intricacy of the pattern are the principal factors that determine the cost. Paper must always be squared before printing or ruling. When preparing copy, three-eighths of an inch binding margin on both sides of the fold, three-

sixteenths of an inch front, and one-eighth of an inch topand-bottom trim margin must be allowed. The headline consists of two colors, red and purple, and not less than one inch head margin should be provided for on all accountbooks having a printed head above the ruled lines. The divisions of short subheads in the box-head should be



Annual Outing, Tuesday, July 20, 1915, at Glenwood Park, Batavia, Illinois.

A certain game, as baseball classed,
Was won by Microbes, nine to naught,
From Jellyfishes. Weisrock "umped"
And threatened to have kickers pinched.
From sly attacks he deftly jumped,
And thus escaped from being lynched!

Sweet, gracious Clara Shepard proved
A hostess of the jovial kind.

Among the throng she gayly moved
And everywhere she seemed to find
A welcome. The devotion shown
To her was touching, such as might
Have been her father's, who alone
Beheld Art's start the whole world light.

— From the Chicago Herald, of July 21, 1915.

To comprehend a man's life it is necessary to know not merely what he does, but also what he purposely leaves undone. There is a limit to the work that can be got out of a human body or a human brain, and he is a wise man who wastes no energy on pursuits for which he is not fitted; and he is still wiser who, from among the things that he can do well, chooses and resolutely follows the best. — Gladstone.

printed, but when there are numerous columns under a subhead ruling is preferable to printing. To enable the ruler to detect any variation in striking, when printing is done before ruling, markers one-eighth of an inch in length should be set on each end of the line. This insures accuracy, as ordinarily all horizontal lines and interlineal lines are ruled in the first run through the machine. The ruling feed-gage is to the left; all work is fed to the head and left side - on some machines the gage is to the right. in which case the work is fed to the head and right side and turned if ruled on both sides. To facilitate reference on wide or double pages, every fifth horizontal line should be blue of a darker shade than the blue of the faint lines. Triple, double, and single extra long and short pens are used in perpendicular ruling. The pens of different lengths enable the pattern to be set in one beam from different heads and ruled off the sheets. The triple pens are usually used for special divisions, such as debit and credit, and consist of one purple and two red lines. In horizontal ruling the even-point pens only should be used.

The following colors of ink are used in ruling: Faint blue, dark blue, red, green and purple. Faint blue is used for horizontal and unit ruling, dark blue for every fifth horizontal and unit divisions of hundreds and thousands, red for box horizontal and perpendicular divisions, and purple for main divisions and headlines. The dark blue in the unit ruling is a shade darker than the faint blue; purple should never be used in the unit column as a substitute for dark blue.

Care must be taken in treating ink to prevent breaks in the lines, as too much gall weakens the red perpendicular ruling at the intersection of the faint lines. Ink should not be treated in any manner unless it is absolutely necessary.

The following should be carefully noted: Grease should be kept away from the ink bowls; flannels and zephyr must be rinsed every week, and changed three or four times a year; ink should be mixed only with boiling water, but must not be used until cooled off, then reduced enough for immediate use; the blotting-paper on the rollers should be changed three or four times a year; avoid bending pens; use emery cloth after pens are set; tallow should never be put in the red or dark-blue unit pens; tighten blanket roller for faint-lining and loosen for down-lining; if, due to electricity, the sheets follow the blanket instead of being carried by the strings to the apron, put thread around the machine to hold the sheets in place; thin thread is used for the overhead and heavy thread for the apron strings; machines must be oiled daily.

STRAIGHT HORIZONTAL FAINT LINES WITH BOX-HEAD AND FOOT TOTAL .- The faint-line pens are set in the firstbeam clamp straight to a line, and the head and the foot pens are set in the second-beam clamp, with the same tension on all pens. The faint-blue brush is drawn through the faint pens and from four to six layers of flannel are laid three-fourths of an inch on the pens, extending two and three-fourths inches on the clamp and beam. zephyr is laid on or slip-looped around the box-heading and total pens extending on the clamp and covered with from four to six layers of flannel. A piece of paper, tin or rubber is placed on the red flannel and the purple zephyr laid on the center of the triple or quadruple headline pens, on the top of which about four layers of flannel are laid. The speed of the machine must be governed by the condition of the atmosphere and the size and quality of paper. Ordinarily, 1,500 sheets an hour of medium can be run through the machine.

INTERLINEAL HORIZONTAL RULING WITH SUBDIVISION BOX-HEAD RULE AND FOOT TOTAL .- The horizontal faintline, the subdivision box-head and the foot-total pens are set in the first-beam clamp, and the interlineal faint pens in the second-beam clamp. The striker gate is adjusted to permit the sheet to enter the machine without leaving or crowding the gage. The sheet spacing is regulated with gear wheels, and the cams for the subdivision headline are set in the inner groove of the striker wheel which operates the underlift; on some machines the underlift cam wheel is in the rear above the first beam. Where the pens are expected to lift, the space is filled with cams. The overhead strings run between the striker-gate teeth, and the blanket and apron strings between the lines. Flannels are laid three-fourths of an inch on the faint-line pens in the two beams, and a piece of paper, tin or rubber is placed on the faint-line flannels of the first beam, allowing about one inch to feed the ink. The red zephyr is laid on or slip-looped around the box-head and foot-line pens, on the top of which about four layers of flannel are laid. A piece of paper, tin or rubber is placed on the red flannel so as to allow about one inch to feed the ink, and the purple zephyr is laid on the center of the triple or quadruple headline pens, on the top of which about four layers of flannel

are laid. The feeding of the paper must be regular to enable the gate to hold the sheets, which is timed with the striker.

PLAIN PERPENDICULAR RULING .- A sheet is marked to indicate the position of the pens, which are set straight to a line, with equal tension on all pens. The double pens striking from the headline or subheads are set in the firstbeam clamp, while the single pens (cents division) are set in the second-beam clamp. The striker cams are set to drop the pens at the headline and lift at the foot total. With the underlift the first-beam pens can be struck from three different heads and lift at a footline three or four times to a sheet. The second-beam pens can be struck and lifted three or four times. Zephyr is laid on or slip-looped around the pens and about four layers of flannel laid on top. Four different colors can be ruled in one run through the machine. They are built up on each other with alternate layers of paper, tin or rubber, leaving about one inch on the top uncovered to feed the ink. Care must be taken to prevent the colors from running together. The speed of the machine is regulated according to the condition of the atmosphere and the size and quality of paper. Ordinarily, 1,500 sheets an hour of medium can be run through the

PERPENDICULAR UNIT RULING.— The operations are the same as described in the plain perpendicular ruling, except that unit pens in bars of four, five, six or seven pens are set in the second-beam clamp, straight to a line and with equal tension. The colors usually are faint blue, red and dark blue. The faint-blue zephyrs are slip-looped around each pen on which that color is desired, the red zephyrs are placed on the dollars-and-cents divisions, and the dark blue on the hundreds-and-thousands divisions. The colors are built up on each other as described in plain perpendicular ruling.

Unless specified on copy for ruling, no faint-blue line should be ruled in the cents column.

CHICAGO PRINTING AND ALLIED TRADES GOLF TOURNAMENT.

The good fellowship and enjoyable time evidenced at the previous golf tournaments have established this form of amusement as an annual event among the printers and supplymen of Chicago. On August 13, 1915, the fifth annual golf tournament of the printers and allied trades of Chicago will be held at the La Grange Country Club, La Grange, Illinois, fourteen miles from Chicago on the Chicago, Burlington & Quincy Railroad. Arrangements for the tournment are being made by a committee appointed by The Franklin-Typothetæ of Chicago, under whose auspices future tournaments will be held. Plans have been made for a full day of golf. Players can come for lunch, and, by reporting to the committee at the first tee, can enter for the afternoon match and medal-play events. Handicaps will be given according to club handicaps and previous scores, and many prizes will be given for low and special medal scores, and for the winners of each flight. A whole day in the country, surrounded by congenial friends, is planned. Everything will be provided for - bus fare, green fee, luncheon and evening dinner, all except caddy hire — for the nominal fee of \$5. All printers and supplymen and members of their firms are cordially invited to participate in this event. Those who have not received invitations are requested to communicate with the secretary, E. W. Chesterman, 325 Monadnock block, Chicago, telephone, Harrison 4288, who will arrange for their taking part in the event.

TRY-OUTS IN SALES-MAKING PRINTING.*

BY JOHN H. CLAYTON.



S I rise to talk to you this morning there comes to my mind the simile of the lettuce sandwich. A glance at the program will reveal that I'm just about in the center of activities. On either side are speakers of international reputation (the bread and the nut meats, the solid substances which fill). Compare me to the lettuce - not too

fresh, possibly a little green, yet, perhaps, possessed of a certain crispness which will act as a relish.

Every one of us knows that before going extensively into a direct advertising campaign we "try it out on the dog." Experience has confirmed the wisdom of this.

Has it ever occurred to you that this excellent principle can be made use of by you in your own thinking?

In other words, have you ever thought of the dummy as the try-out visualization of your finished product?

The piece of literature you produce must be you. It must breathe the spirit of your individuality. It must faithfully give to the world your message of commercial advantage. It must tell unmistakably that which you seek to convey.

In evolving this, a try-out piece is advisable. This you will work out in more or less rough form and test out on your friends. Do this before you spend money on producing the finished piece. Just as in the case of the campaign, before you spend your entire appropriation, try it out on the dog!

I'm here this morning to point out to you the wisdom of using the dummy as an actual aid to your thought in producing the most effective piece of literature.

I shall endeavor to prove to you that the wisest course is to first try out that piece of printed matter on the dog

It will be my aim to conclusively demonstrate the value of such a course before you commit to it the expense of creation and the outcome of your advertising campaign.

Mr. Advertiser, Mr. Advertising Man, Mr. Printer, always remember that not only does this piece of litera-





Fig. 1.— Cover of first issue, or try-out dummy No. 1.

Fig. 2.— Cover of second issue, or

ture carry the burden of costing something (in its preparation and distribution), but it must also assume the responsibility, in the event of its failure to pull, of having spoiled something. The advice to try it out on the dog,

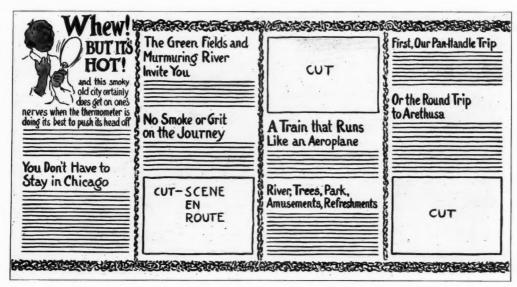


Fig. 3.- Inside pages of try-out dummy No. 2.

- in other words, on some one or more of your friends, or even upon yourself - in order to be absolutely sure that piece of literature is right.

* An address delivered before the convention of the Associated Advertising Clubs of the World, held in Chicago, June 20 to 24, 1915.

therefore, applies with double force to this phase of the campaign.

It is my purpose to entertain you, if you will, with the presentation of some dummies. These I have made extra large in order that their advertising features may be recognized by even those seated some distance away. I will "try these out on the dog," find out what's wrong, then remake with faults corrected.

Not all of these will call for the same amount of revision. Some will be much better than others, depending upon the humor you were in when you got them up.

you have definitely visualized, in your own mind, what it will look like.

What I recommend is, instead of a "tango" into print, a "hesitation" into a dummy. In other words, you produce in complete try-out form the most compact advertising campaign possible — a piece of literature consisting

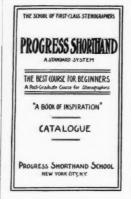


Fig. 4.— Cover of try-out dummy



Fig. 5.— Cover of try-out dummy No. 2.





Fig. 6.— Inside cover and title-page of try-out dummy No. 2 for

(This last is the worst indictment of the method — the dependence on your particular mood.)

Then you "try it out on the dog." You do away with this danger. Your friends or the other people in the office will not all have been out the night before or have neglected breakfast to catch that train.

Let us suppose that you, as the advertiser, the advertising man or the printer, are faced with this problem: An electric railroad wants to get out a circular for its summer travel.

of one copy only, to be tried out on one person at least, and only a few people at most—in short, the try-out dummy.

And note, gentlemen, that this little campaign may fail entirely, and instead of causing you any pang of regret, it merely causes you to smile and say, "Thank goodness I didn't send that one out."

Now, to return to our railroad folder: Here is your first issue, namely, the try-out dummy (Fig. 1). Having mailed it, you run around to the other end of Uncle Sam's







Fig. 7.— Three inside pages of try-out dummy No. 2 for shorthand-school book.

"Here," they say, "is our railroad running out of Chicago into a very beautiful country, broken up with streams, hills and valleys. We want a circular that will get us more business during the hot weather."

Now, this is the dangerous method you are likely to use in getting out this circular: Instead of looking at your message as a definite piece of paper having form and color, and compelled to stand or fall by that form and color and pictorialness, you are likely to think of it as an abstract piece of literature and to rush it into print before

mail route and receive it. There it is. What do you think of it? If you don't think your opinion is a good average, call in Myrtle, the stenographer, and Smith, from the bookkeeping department.

They don't like it. You don't like it. What's wrong with it?

Then they begin to pick it to pieces. You patiently listen, and then put all their scraps of criticism together. And you find this: To a person in a hot city the folder isn't cool enough; to some one in a wilderness of red

bricks, the folder isn't green enough; to a person walking dusty pavements the folder isn't sufficiently suggestive of streams of running water.

Aha! Our little try-out campaign has taught us a big fact at the cost of very little experience. We now

black ink — looks like some kind of government report. Absolutely without attractiveness!

Then you make the great discovery: You've written it too old. Perhaps somewhere around forty yourself, you've appealed to young men and young women in your







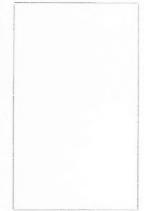


Fig. 8.— Try-out dummy No. 1 for four-page folder advertising self-locking saw-guards. Lacks the human factor. (Page 4 not utilized.)

have a point of contact decidedly worth while. So we go back, in a much chastened spirit, and evolve try-out dummy No. 2.

Here it is (Figs. 2 and 3). Will it pull? Let us see. "The Swan River Valley for Mine on a Day Like This."... "Whew! But It's Hot, and This Smoky Old City Certainly Gets on One's Nerves."... "You Don't Have to Stay in Chicago."... "The Green Fields and Mur-

way instead of theirs. You've entirely missed their view-point. Such a book can't succeed.

Now, let us look at dummy No. 2 (Figs. 5, 6 and 7). Here is a bright, attractive cover, full of the right appeal. And from first to last of the sixty-eight pages we have the kind of talk that will win students.

Commencing with the personal message, "You, young man or young woman." Following this with the state-







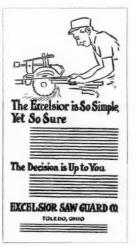


FIG. 9.— Try-out dummy No. 2 for four-page folder advertising self-locking saw-guards — all four pages utilized, and contains human interest.

muring River Invite You." . . . "No Smoke or Grit on the Journey" (Well, that's a sight for sore eyes). "A Train That Runs Like an Aeroplane."

Yes, sounds good — certainly should attract. Now we can tango into print — we've hesitated enough.

Let us take another example. A shorthand school wants to get out a book which is intended to procure students by mail. All right. Using our method we produce try-out dummy No. 1. Here it is (Fig. 4).

Well, what's the matter with that? Gray stock -

ment, "About Mr. Jones and what he can do for you," and continuing by asking and answering questions of vital moment to young men and young women, we go on through the various stages of a correct sales talk. Testimonials support us as we move; the human interest of the pictures of students at work is manifest. Low cost of living in Chicago is demonstrated. The convenient location of the school is given. Following the successes of former students come detail and terms of the various courses. Graphic testimonial from all over the country is so interspersed

with interesting pictures of Chicago the chances they will be read are materially increased.

Now, note: Our first dummy ended without a single note of appeal — just as though a salesman, on the point of closing the deal, picked up his grip and walked out. In our try-out dummy No. 2 we bring this appeal before the young man, so he lays the book down at least having a fair knowledge of what the school does, what its charges are, and how and when he can benefit by attending its courses.

Now, gentlemen, one more sortie. Here's a company

... "What Are You Doing to Prevent Saw Accidents?"
... "Do You Know What Saw Accidents Cost You Last Year?"... "Besides, You'll Earn the Gratitude and Respect of Your Men."... "Read What One Big Employer Says." (Following this is an illustration of a man at the machine, showing how the guard works.) "The Excelsior Is So Simple, Yet So Sure."... "The Decision Is Up to You."

Let me hold them both up, gentlemen. You may differ with me in the conclusions to which you come as to the style of dummy you prepare; but I think I have your



Echoes from the Advertising Men's Convention-The Big Man of the Parade.

One of the features of the advertising men's parade and pageant — Camel Cigarette Company's man on stilts, twenty-one feet high.

that makes a self-locking saw-guard — something to protect workmen from getting injured.

Look at try-out dummy No. 1 (Fig. 8). On the first page, "Do Away with Accidents" . . . "The Amputation of Even One Finger Is Costly." . . . Then a picture of the saw-guard, followed by the words, "Excelsior Self-Locking Saw-Guard," with a description.

Page two has a number of testimonials. On page three, "How to Adjust the Excelsior." . . . "It Has Made a Wonderful Improvement in Working Conditions." . . . Name and address of company.

Well, what's the matter with that? Haven't I got every factor in? No. The biggest factor of all—the human factor—has been left out.

For the most important part about a saw-guard is something which is not in the saw-guard itself — namely, human hands, which mean far more than the whirring saw which in a moment could mutilate them beyond reparation.

All right. Let's humanize it. So here's try-out dummy No. 2 (Fig. 9). "Lopped Off." . . . "And the Horror and Waste of It Could Have Been Avoided So Easily."

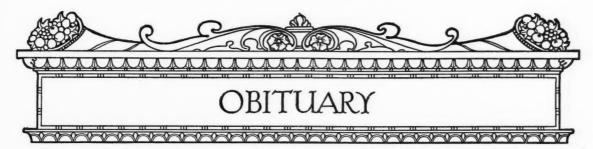
unanimous verdict that this (No. 2) would get the attention of the busy man a little quicker than this (No. 1).

This (pointing to No. 1) is dignified. This (indicating No. 2) is not pretty; but I venture it will sell more Excelsior self-locking saw-guards.

When Edison is working on a new invention, he first makes a try-out dummy, a working model; when Belasco is preparing to stage a new play, he tries it out on the dog; when Herreshoff is about to build a new cup contender, he surely makes a try-out dummy; when Little Willie wants to know if a tin can tied to the end of a tail will cause a general forward movement, he tries it out on the dog.

Therefore, gentlemen, in view of the fact that great and small, in all walks of life, invariably try it out on the dog, it behooves us, who represent the great and the small, also to use the same practice, and "Try it out on the dog."

THOSE who attain to any excellence commonly spend life in some one single pursuit, for excellence is not often gained upon easier terms.— Johnson.



Jonathan Clayton Forman.

Jonathan Clayton Forman, president of The Forman-Bassett Company, of Cleveland, Ohio, passed away on Tuesday, July 6, 1915. Mr. Forman was born on September 11, 1830, and started his business career in 1844 as roller boy. He served his apprenticeship as a printer, and also as a ruler and binder, developing a proficiency in all, but particularly as a ruler, in which he gained a national reputation.

In 1867 Mr. Forman was admitted to the firm of Sanford & Hayward, printers, lithographers, stationers and blank-book makers, and continued active through this connection and the succeeding changes to Sanford & Co., and Short & Forman. In 1892 the corporation, The Forman-Bassett-Hatch Company, was organized and Mr. Forman was made president. In 1912 the firm-name was changed to The Forman-Bassett Company, Mr. Forman remaining as president, which office he held at the time of his death.

To all who knew him, Mr. Forman was a marvel in his untiring activity and his interest in the many improvements and changes in all the implements and machines used in his chosen industry. He was beloved by his associates, employees and many friends, and his passing away brings profound sorrow.

Hiram C. Hazen.

Hiram C. Hazen, a "Forty-niner," and one of the founders of the San Jose (Cal.) Mercury-Herald, after a somewhat varied and adventurous career, was called to his last long rest on June 6, 1915, in Santa Cruz, California, at the age of eighty-six years.

Mr. Hazen was born on January 8, 1829, at Norwich, Connecticut, where his ancestors settled in 1635 and he himself grew to young manhood. Leaving the place of his birth, he passed his twenty-first birthday off Cape Horn on his way by ship to California, where he arrived in 1849. He was a printer by trade, and in partnership with two friends started the Santa Clara Register, which afterward merged into the San Jose Mercury.

In 1853 Mr. Hazen went to Peru, where he had charge of the government printing-office at Lima. He afterward joined a government expedition which crossed the Andes and explored the headwaters of the Amazon river. For his services he was given a grant of nine square miles of land. With three companions he traveled the length of the Amazon river to the city of Para at the mouth. Here he was engaged for a year in the printing-office of the Brazilian government.

After many adventures in South America, Mr. Hazen finally returned to the old home in the East. Here he met and married Adeline T. Bartlette. He continued his travels for some time afterward, visiting Nova Scotia and the West Indies. He then returned to California in 1870 by way of the Isthmus of Panama, his family following six

months later overland on the first through ticket to California ever sold in Norwich, Connecticut. On his second arrival on the coast, Mr. Hazen went to San Juan, where he published the San Juan Echo. He continued in the newspaper business in Gilroy and Santa Cruz, afterward retiring and passing his time in various parts of the State.

W. W. Davis.

W. W. Davis, head of the Davis Printing Company, of Scranton, Pennsylvania, passed away at his home on Wednesday evening, July 14, at the age of sixty-two years. Mr. Davis had been ill for nearly two years, and for the few weeks preceding his death there had been no hope of his recovery.

When a young man, Mr. Davis took an active part in politics, and achieved the triumph of being the first Republican to be elected from the Fourteenth Ward to the old school board when that body comprised twenty-two members.

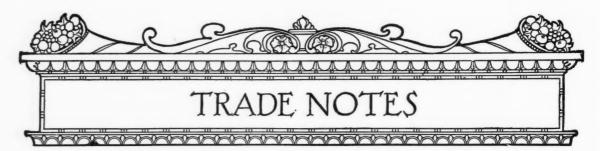
At the time of the founding of the Scranton Tribune, Mr. Davis, who was a member of the job-printing firm of Gerlock & Davis, was induced to take charge of the printing department of the Tribune, and he continued a number of years and was for a time business manager. Ten or twelve years ago he retired and established the Davis Printing Company, being associated with his sons, Walter D. and Arthur G., and the firm has enjoyed continued prosperity. The personality of the head of the firm won a liberal patronage for the company from the start.

About two years ago failing health compelled Mr. Davis to leave the business of the house to his sons, though he kept up with remarkable courage in the face of the disease which seems to have baffled physicians, and was frequently seen on the streets, where he would extend the old-time pleasant greeting to friends.

Nearly all of his life was spent in Hyde Park, where his genial temperament and progressive ideas made him a leader among men. He was prominent in church work, in fraternal organizations and politics. He was one of the original members of the Simpson Methodist Church, and took an interest in its affairs up to the time of his last illness. He was also identified with the Order of Ivorites, the Royal Arcanum and the Welsh Philosophical Society.

Benjamin Conant.

Benjamin Conant, for more than half a century engaged in the printing business in Boston, Massachusetts, passed away at his home, 250 Mystic street, Arlington, on Saturday, June 12, 1915. Mr. Conant was born in Dublin, New Hampshire, on July 28, 1837, and went to Boston at the age of eight years. After serving his apprenticeship, he founded the firm of Conant & Newhall, with which firm he was identified for over fifty years. For forty years Mr. Conant was a deacon in the First Baptist Church and held a high place in the religious and social life of Arlington.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Leo H. Lowe Purchases Control of Kewanee "Star-Courier."

Leo H. Lowe, for more than twenty years connected with the Kewanee (Ill.) Daily Star-Courier, most of that time as editor, has purchased the majority interest in the paper, held of recent years by Xenophon Caverno. The Kewanee Printing & Publishing Company, which publishes the paper, owns one of the finest newspaper buildings in the State.

"Complete Paper Directory of Chicago."

The "Complete Paper Directory of Chicago," tenth edition, revised to July 1, 1915, has just been issued by the Darrow Publishing Company, 633 Plymouth place, Chicago. This directory contains a complete alphabetical list of bond, linen, ledger, flat, cover and fancy book-papers regularly carried by all jobbers in Chicago, together with prices for full packages in less than case lots. It will be found of great value to estimators and buyers of paper. Sixty-two pages, size 3½ by 6¼ inches, convenient for carrying in the pocket. The price is ten cents a copy.

Booklet on Linotype Metal.

The Mergenthaler Linotype Company has prepared a useful book for distribution to users of linotype metal everywhere. The information contained in the booklet is invaluable to machine owners as well as to machinists and operators. Among the various interesting topics are: Producing solid slugs; temperature adjustment; use of thermometer; low-metal alarm device and plunger-cleaning device; recommendations of metal; preparation of metal; reviving of old metal; preventing of hair-lines; description of the Perfection and automatic gas furnaces; use of recasting molds and accessories. A copy of this booklet will be sent to any one upon request to the Mergenthaler Linotype Company, Tribune building, New York.

New Circular Showing "Alligator" Steel Belt-Lacing.

From the Flexible Steel Lacing Company, 522 South Clinton street, Chicago, has been received a copy of a new circular illustrating and describing the various sizes of sections of "Alligator" steel belt-lacing. These sections range in size from No. 00, for printers' tapes, or other tape belts less than one-sixteenth of an inch in thickness, to No. 75, for belts from one-half to five-eighths of an inch in thickness. "Alligator" lacing is adapted for use on leather, rubber, balata, cotton or canvas-stitched belting of any width or thickness, and will securely hold the sizes of belts for which the various sizes are designed. It is easily applied, a hammer being the only tool necessary, and therefore effects a great saving of time in lacing new belts or repairing broken belts. It is smooth on both sides,

can run on an idler pulley or on serpentine drives, and can be used in all classes of service — light or heavy work. A copy of the circular will be mailed upon request to the company at the address given above.

Cargill Company's Employees Have Picnic and Boat Ride.

Picnics and outings are in order during the summer months, and printers are by no means immune. From all sections come reports of good times held by forces of the various printing-plants. Among these is that of The Cargill Company, of Houston, Texas, held on Saturday, July 17, and a glance at the program of events is sufficient to tell that the day was an enjoyable one.

A novel idea was used in the printed program - a job ticket giving complete instructions, as follows: Date received, July 17, 1915. Proof, none needed. Promised, don't do it. For, The Cargill Company's employees. Job, basket picnic and boat ride. Special instructions, have a jolly good time. Size of sheet, the limit. Size when trimmed, don't get trimmed. Color of ink, cut out the ink. Kind of paper, tissue napkins. Number quires - leaves - sets, all in one gang. Style of binding, flexible. Ruling, straightaway. Numbered, begin at one and repeat one hundred times. Crimp, none. Punch, nobody, behave yourself. Perforate, none. Patent back, no. Paged, as required. Canvas cover, furnished by boat captain. Indexed, to be done later. Marking, picnic No. 1, San Jacinto Battle Ground and trip down Houston Ship Channel. Date delivered, July 17, 1915.

Patent Granted on Improvement on Diamond Paper-Cutter.

The Challenge Machinery Company, of Grand Haven, Michigan, has recently been granted Letters Patent No. 1,143,237, which covers many new and useful improvements embodied in the construction of its well-known Diamond paper-cutters.

Among the improvements included in the patent are the following: A combination feature by which the machine is converted from hand to power, or vice versa, by the simple changing of one stud; the counterbalance knife-bar—a "safety first" feature; the worm and worm-gear running in an oil bath, which, it is claimed, makes it noiseless in operation and practically everlasting; the latest improved automobile-type friction clutch, which recent tests have proved will stall a motor of double the horse-power required to drive the machine; the clutch pulley fitted with Hyatt steel roller bearings, which are noiseless, easy running and durable; quick-acting back gage, an ingenious gearing by which the back-gage screw is made to revolve four times to one turn of the hand wheel; a steel tape scale which is set on a level with the operator's eyes,

and by which the position of the back gage is accurately indicated at all times; and other improvements which contribute to the convenience and safety of the operator.

Diamond paper-cutters are built in both hand and power series, and in two sizes, 30 and 32 inch. The hand-lever cutters are strictly interchangeable with the power machines. Power fixtures may be purchased at any time and attached to a lever cutter, and lever fixtures are as easily applied to the power machines.

A line to the manufacturers will bring complete description of the many valuable features and patented improvements.

Chicago Old-Time Printers' Association in Quarterly Meeting.

an

A

m-

de.

ıer all he 'he av. ent - a ate ed. ob, a ed, of all nted

lf.

be

v-

n.

o. e-

ne

1e

n-

ır

n-

e-

st

nt

e-

y

s,

n

0

Members of the Chicago Old-Time Printers' Association were treated to a most interesting session at their regular quarterly meeting, held on Sunday afternoon, July 11, 1915, at the Hotel La Salle. Matters of business were disposed of as quickly as possible, probably the most prominent among the items being the arranging for the annual picnic which it has been the custom to hold on Labor Day. This year being the twentieth anniversary of the dedication of



Dr. Loomis P. Haskell.

Speaker at the regular quarterly meeting of the Chicago Old-Time Printers' Association, held on Sunday, July 11.

the monument of Benjamin Franklin in Lincoln Park, resolutions were presented to the effect that suitable exercises in commemoration of the anniversary be held in connection with the picnic. The Executive Committee was given full power to make arrangements, and to call in whatever assistance was necessary.

The speaker of the afternoon, Dr. Loomis P. Haskell, a printer of seventy-four years ago, gave reminiscences of his early days in the printing industry, the days before the first power press was used. Dr. Haskell was born in 1826, in Bangor, Maine. He went to Boston, Massachusetts, where in 1841 he started work at the printing busi-

ness at No. 11 Cornhill. He took up the study of dentistry about seventy years ago, and has gained a place at the top of his profession, being made honorary president of the International Dental Congress, which will meet at Los Angeles, California, this fall. He has written several books on dentistry, and has gained an international reputation as a contributor to the dental magazines and many other leading magazines and newspapers.

Dr. Haskell had with him several interesting scrapbooks containing specimens of early printing, one being a



Dr. Haskell at the Age of Twenty Years.

Reproduced from a copy of a daguerreotype taken seventy years ago while he was an apprentice on *The Youth's Companion*, at Boston.

collection of prints of woodcuts taken from magazines and newspapers of seventy-four years ago.

Dr. Haskell has taken a great interest in the printers' candidate for the Board of Education of the city of Chicago, Mrs. Clara J. Shepard, daughter of the late Henry O. Shepard, and wrote the following letter to Mayor Thompson:

CHICAGO, June 28, 1915

Hon. William Hale Thompson, Mayor of Chicago, City Hall:

MY DEAR MR. MAYOR,— As the oldest printer in Chicago, one who "set type" seventy-four years ago, I trust you will grant me a word in behalf of the printers' candidate for the Board of Education, Mrs. Clara J. Shepard.

Fourscore years ago Mrs. Shepard's paternal grandfather and I were boys "Down East," and I know her lamented father, the late Henry O. Shepard, rose to eminence in his chosen calling in Chicago, where he arrived some years after myself, who came here in 1856.

The close companionship which Mrs. Shepard, as an only child, enjoyed with her father, was well known to me, as well as how, together, they planned the establishment of the great Inland Printer Technical School, which has done, and is doing, so much to educate printer apprentices throughout America.

Your selection of Mrs. Shepard for membership on the School Board, will, I am confident, reflect credit on your administration, which has begun so auspiciously, as she is fully qualified, in every respect, to fill this most important position.

Respectfully yours,

LOOMIS P. HASKELL.

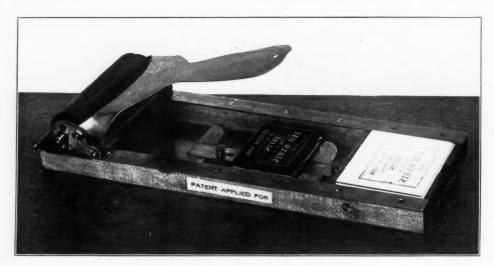
Device for Printing Glass Slides for Moving-Picture Shows.

The increasing popularity of the moving-picture shows has opened up a field for advertising that is being taken advantage of by large numbers of merchants, and the printer should equip himself to profit by making the slides used for this purpose. So equipped, the printer will have little difficulty in demonstrating the fact that type can be utilized to great advantage, and that slides printed from type can be made much more attractive and effective than those made by hand.

The accompanying illustration shows a device invented by Edwin H. Farr, of *The Whiting Call*, Whiting, Indiana, for the purpose of printing these slides. In a letter to The Inland Printer, Mr. Farr states that this little device is the fruit of an idea that came to him when he felt that

passepartout paper for pasting the edges together, specially selected inks in tubes, and an extra roller for inking, with a cabinet divided off for the containing of these articles, is being prepared, and when the printer is armed with this outfit and the type, which he already has, he can go out and secure considerable new business.

Mr. Farr also states that he has printed a number of these slides, which are being shown in the theaters in Whiting, and orders are coming in every day. When the town merchants discover that they can get printed slides, with the privilege of changing the matter on them at a certain price per slide, under contract, they not only will advertise more in the nickel shows, but they will come in closer contact with the printer, and back up their appeals in his paper.



Device for Printing Glass Slides for Moving-Picture Shows.

peculiar nausea that comes to a printer when he sees one of those hand-made slides on the screen at a moving-picture show. The question that arose was, "Why can not the types of the printer be used to good advantage in the making of these slides, thus enlarging the scope of his efforts and the opportunity to increase his income without going to any very great expense?"

He began making these slides by printing on the glass with a clean roller, taking the ink from the type which had previously been inked as for taking a proof. The transfer was made fairly satisfactorily, but, owing to irregularity of impression, both in taking the ink from the type and in putting it on the glass, and the difficulty of getting the proper position on the glass, it was found that it would be better to give the type and glass a fixed position and regulate the impression of the roller as it passed over them. After some experimenting along this line, Mr. Farr conceived the device shown in the illustration.

The completion of this little aid to the printer gives one all that could be desired. The impression of the roller is regulated by an adjustment at the ends, and the adjustment of the type-gages takes care of any shrinkage or swelling of the roller that may take place, and also compels the perfect position of the printing-matter on the glass. The entire operation, after the type has been set and the machine adjusted to the size of the roller, consists of one sweep of the roller across the type and glass. An outfit of glass of the proper size and thickness, paper mats,

Mr. Farr has applied for a patent on his invention and will place the device on the market in quantities. Printers should take advantage of this new field, and should write Mr. Farr for particulars.

E. E. Laxman Joins Forces of J. W. Clement Company.

In the resignation of E. E. Laxman, who, during the coming month goes to Buffalo, New York, to join the forces of the J. W. Clement Company, the national office of the United Typothetæ and Franklin Clubs of America loses one of its most capable and faithful workers. Mr. Laxman has been with the national organization for the past two years or over, taking up the work a short time before the amalgamation of the United Typothetæ of America and the Ben Franklin Club of America. During this time he has been working in the capacity of assistant secretary, and editor of The Bulletin, and has established, departmentized and been actively in charge of the Service Bureau, which has proved a service of great help to many of the members.

With the J. W. Clement Company, Mr. Laxman will serve in a managerial capacity as assistant secretary, and will represent the firm at all organization meetings. He has had a wide experience in the printing industry and should prove a valuable addition to the forces of the company. He gives up the organization work only because he feels a much broader field for future success is presented in his new connection.

Mr. Laxman has always had a fondness for type and the smell of printers' ink. At the age of nine years he started his career as a printer by cutting a rubber-stamp outfit of thirty-five characters out of sheet rubber, for which he "swapped" a jack-knife. At thirteen he started his apprenticeship in a small shop where he made it a point to study thoroughly the practical details of all departments. After serving his apprenticeship he branched out into other fields for some time, in order to gain a broader knowledge

f nh n



E. E. Laxman

of the general business world. The call of the printing-office, however, was too strong, and he returned to it, accepting a position as general office man with the Adams Brothers Company, of Topeka, Kansas, and being advanced to secretary of the company shortly after. From Topeka Mr. Laxman went to Kansas City, where he made a thorough study of cost accounting and efficiency methods. In January of 1912 he was appointed secretary-actuary of the Atlanta Typothetæ, where he was instrumental in building up the work of the organization, inaugurating and maintaining nine departments of service. It was while in this office that the attention of the officers of the national organization was brought to his work, and he was appointed to the position he is now leaving.

The best wishes of his friends and co-workers go with him to his new field.

New Machine Composition Record Made by Walter Dennis.

A new record for machine composition was recently made by Walter Dennis in the plant of T. J. Dyson & Son, Brooklyn, New York. George Dyson Friou, a member of the company, brings this record to the attention of THE INLAND PRINTER in a letter which reads as follows:

"Recently Mr. Walter Dennis broke the world's record for machine composition, and it may be of interest to you to know that he attributes his speed to the education he obtained from The Inland Printer. He learned to operate a linotype in his father's office, working at odd times when the regular operator was absent from the machine. About the time he began, you published an article on the proper method of fingering the keyboard, and as he was an ardent reader of The Inland Printer, he saw it and

immediately began a study of it, making a diagram keyboard and practicing the combinations at home at night. Largely by reason of this proper beginning, he has developed into the fastest operator in the world - at least he has broken any published record. He made a record of 14.658 ems of solid six-point in an hour's time on an intertype machine in my plant, and there was no allowance whatever made for lost time on account of machine stoppage. The distributor stopped several times on account of matrices going in faster than the machine could distribute them, and, properly, an allowance of from three to five minutes should have been made for this and one or two other things. No allowance was made for a line composed in the stick but not cast. The machine was stopped exactly to the second when the hour was up, and only the lines that were completed were counted in the measurement.

"Mr. Dennis was, for a number of years, in the tradecomposition business in Atlanta, Georgia, but owing to trade depression in the South he sold out his business and accepted a position as manager in a large trade plant



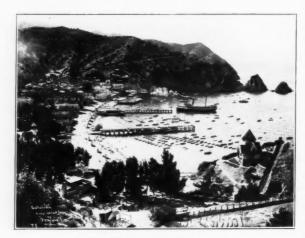
Walter Dennis.

here in New York. On account of his preference for operating and the remunerative demand for speedy operators, he resigned, and has for the past year been devoting his entire attention to operating.

"Mr. Dennis has taught quite a few beginners to operate the machine, and his first instruction was invariably to write to The Inland Printer for its booklet ("Correct Keyboard Fingering") and study it faithfully. Those who followed this advice always developed into fast operators, far above the average, and in a comparatively short time, too. Recently, Mr. Sibley, an operator in Brooklyn, who has been on the machine for a number of years, asked Mr. Dennis to give him some pointers on fingering so that he might increase his speed, and he told him to write for your booklet, that that was where he learned all the principles and that was the best way to pick up speed."

Plans for Convention of National Typothetae Almost Complete.

Plans for the coming convention of the United Typothetæ and Franklin Clubs of America, to be held in Los Angeles, California, September 21 to 23, are well in hand—in fact, almost complete—and the officers and committees assure the members that this convention will mark a new era in the work of the organization. No better location could be desired at the present time, as the delegates and visitors will be afforded every opportunity to combine



Avalon Harbor, Santa Catalina Islands.

To be visited on the excursion given by the printers of Los Angeles to their guests on September 24.

business with pleasure and sightseeing, and probably no section of the country offers more attractions in this way than does the Southwest.

While the Program Committee is finishing the preparation of the educational feature of the program, the Entertainment Committee is putting forth every effort to surpass the work done in former years, and is putting the finishing touches to a program of entertainment that will be a memorable one to all who attend the convention. Trips to the exposition will be made and the various points of interest will be visited. On Friday, September 24, will be an all-day excursion to Santa Catalina Island, with lunch served on the island.

The officials of the San Diego Exposition are planning a Typothetæ Day, and promise special programs and other attractions.

Those who intend making the trip to the convention should write for hotel reservations as early as possible. Address the General Committee, room 522, Union League building, Los Angeles.

Dexter Folder Company Insures Its Employees.

At a "good-fellowship evening" held recently in the clubrooms at Pearl River, New York, the Dexter Folder Company presented to each of its several hundred factory employees a life-insurance policy of the Equitable Life Assurance Society for the amount of one year's wages.

In an informal way President James S. Gilbert reviewed the thirty-three years' history of the Dexter company, and related many instances illustrating the principles making for its continued success, chief among them being the mutual respect and coöperation of employees and employers, and the pride of the entire organization in keeping Dexter machinery in the front line through superior design

and workmanship, not forgetting its unsurpassed selling organization. Mr. Gilbert took the meeting right into his confidence and told of many interesting experiences, both serious and amusing, and in closing said:

"It is not always possible to express a word of appreciation wherever due, or to offer a word of sympathy and encouragement when misfortune befalls you or a member of your family. Nevertheless we are all interested in your welfare and desire to promote it in every way that is consistent and possible with the successful administration of our business. As evidence of that interest being real and substantial, and to add one more link in the chain which binds us together in intimate coöperation, the Board of Directors has authorized the purchase and issuance to you of a certificate of life insurance covering the amount of your salary for one year."

The superintendent of the Group Insurance Department of the Equitable Society explained the purposes of group insurance as an endeavor to have life insurance "follow the pay-envelope." He also pointed out the scientific principles which make possible the acceptance of all risks without medical examination under the group plan. He brought down the house by wishing in behalf of the Equitable, "Long, long lives to be insured."

The works manager, F. M. Hitchcock, gave an account of the progress of the company in its field of paper folding, feeding and cutting machinery, and stated that the idea of the insurance was to give an additional feeling of security and protection to all working for the company and those dependent upon the workers.

The remainder of the evening was in the hands of an Entertainment Committee of the employees. Motion pictures, instrumental and vocal music, and some funny sketches by the shop talent proved very entertaining. Refreshments, prepared by the club's chef, were thoroughly enjoyed by all.

"Don't Take a Chance against Accident."

Under the above title the Johnson Automatic Roller Rack Company, Limited, of Battle Creek, Michigan, is distributing a placard for the pressroom which is designed to prevent accidents in register and printed work. As stated in the first paragraph on the card, under the heading "Pressmen Don't Forget," the items mentioned enter largely into each piece of work printed on presses. Suggestions are given on the position of the form on press, making ready, adjustments, and care of presses and rollers. In the center of the upper portion of the placard is a picture of the pressroom of the Gage Printing Company, of Detroit. Two pictures of the Johnson automatic roller rack are also shown. Copies of the placard should be hung in conspicuous places in all pressrooms, thereby keeping these suggestions before the pressmen at all times. They can be secured by writing the company at the address given.

Samuel Graydon New General Sales Manager of the Wynkoop-Hallenbeck-Crawford Company.

Announcement has been made by the Wynkoop-Hallenbeck-Crawford Company, 80 Lafayette street, New York city, of the appointment of Samuel Graydon as general sales manager. For the past ten years Mr. Graydon has been with The Trow Press, and is well known among purchasers of printing, as well as throughout the printing and advertising fields. He is resourceful, and has the ability to originate and produce printing that is effective. This addition to the forces should be of great value to the company.

THE INLAND PRINTER | WANT ADVERTISEMENTS

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U.S.A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

Vol. 55.

12 is

t.h

0.

nd

er

ır

n-

of

d h of

u

of t. f

e

11

1.

AUGUST, 1915.

No. 5

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable

SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 30 cents; none free.

copies, 30 cents; none free.

Subscriptions may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscriptions will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.— To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

Important.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertised must accompany the application

THE INLAND PRINTER reserves the right to reject any advertisement

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England. RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & Sons, Cannon House, Breams buildings, London, E. C.,

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 160 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.
A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.
ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

Prices for this department: 40 cents per line; minimum charge, 80 cents. Under "Situations Wanted," 25 cents per line; minimum charge, 50 cents. Count ten words to the line. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of The Inland Printer free to classified advertiser. teed. We advertisers.

BUSINESS OPPORTUNITIES.

WANTED — AN EXPERIENCED AND SUCCESSFUL NEWSPAPER MAN to invest \$2,000 for the improvement of a \$15,000 plant that is only one year old, including a daily morning newspaper only a few months old, which now has a circulation of 1,000, in one of the best towns in north Louisiana; the perty who will invest this money is to become president of the corporation, but is not to pay the present stock-holders one cent for a period of six months, and in the meantime is to have full charge of the plant and to find out the merit of this proposition; only experienced newspaper men who can invest this money at once and who would be willing to inspect the plant at once are invited to answer this ad., as this proposition will be withdrawn in a few days; wanted references to exchange. Address A. KAPLAN, President Commercial Printing Co., Monroe, La. WANTED - AN EXPERIENCED AND SUCCESSFUL NEWSPAPER

FOR SALE—Small job-printing plant, nicely equipped, in town of about 8,000 population; good shipping point and manufacturing city; will sell for about \$550 if sold at once; a good chance for some one; the business has been established two years. Call or write ACME PRINTING CO., Galion, Ohio.

WANTED — MAN OR WOMAN with \$3,000 cash to take charge of books and office of linetype trade-composition plant in Chicago; going and growing; assured future; investigate. M., room 63, Metropolitan block, Chicago.

JOB-PRINTING PLANT and rubber-stamp works, established 4 years; will sell complete plant or half interest to good job compositor; invoices about \$1,850. C. E. WHITE, Lodi, Cal.

ENGRAVING METHODS.

ANYBODY CAN MAKE GOOD CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required. Price of process, \$1; circular and specimens for stamp. THOS. M. DAY, Box 1, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

REBUILT — Guaranteed satisfactory to purchaser, Huber 4-roller, 46 by 60 bed, \$1,100; Campbell job and book, 41 by 60 bed, \$700; 37 by 52 bed, \$650; 34 by 50 bed, \$550; Campbell "Economic," 45 by 60 bed, \$550; Hoe pony drum, 17 by 21 bed, \$400; f. o. b. New York. C. FRANK BOUGHTON, successor to Van Allens & Boughton, 17-23 Rose st., New York.

DEXTER AUTOMATIC FEEDERS FOR SALE—Two feeders to fit No. 0000 Miehle press; one feeder to fit press 32 by 44, with direct-current motors attached; special offer. Address THE HUGH STEPHENS PRINTING CO., Jefferson City, Mo.

WHITLOCK TWO-REV. PRESS, bed 27 by 40, printed-side-up deliv-ery; also 39 by 52 Whitlock two-rev., front fly delivery; prices low, as we require the room. RICHARD PRESTON, 49A Purchase st.,

MONOTYPE EQUIPMENT invoicing approximately \$5,000 for sale cheap; machine in good condition, but this one-machine shop can not make it pay, and is using linotype. H 904.

CYLINDER PRESSES (2), in good running order; now working; will take 39 by 54 inch sheet; can be seen running; being sold for lack of space; bargain for quick sale. H 903.

BOOKBINDERS' MACHINERY—Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 638 Federal st., Chicago.

Megill's Patent SPRING TONGUE GAUGE PINS \$1.20 per doz, with extra tongues



MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency, Method of attaching does not interfere with raising tympan. Only

E. L. MEGILL, Pat. and Mfr. 60 Duane Street From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES \$1.25 set of 3 with extra tongues

VISE GRIP

WEB PRESS — Magazine size, 6% by 9% page, 64 pages, now running, can be seen; must be sold for lack of room; no reasonable offer refused. H 902.

FOR SALE CHEAP—Linotype, Model 10, used short time; easy terms; owner in poor health. 428 Denison st., Muskogee, Okla.

FOR SALE — 29 by 56 Meisel rotary three-cylinder; gathers speed, 5,000; price, \$2,500. WANNER MACHINERY CO., Chicago.

FOR SALE — Cottrell perfector, 44 by 64 inch sheet, excellent condition; reason: lost contract. NEWS, White Plains, N. Y.

HELP WANTED.

Bindery.

EXPERIENCED BINDER AND RULER to operate bindery in college town on shares. GAZETTE, Fulton, Mo.

ADVERTISING AGENCY wants man to lay out and supervise typesetting, printing and engraving for magazine and newspaper advertisements, booklets, mailing-pieces, etc.; must be a real artist with types,
capable of securing the most effective display and giving appropriate
dress and atmosphere to different subjects, and have practical experience
in securing results in dealing with printers and engravers; reply, giving full information as to experience and samples of advertising typography, and stating salary wanted, to J. W. YOUNG, 1410 First National
Bank bldg. Circipanti Ohio. raphy, and stating salary wa Bank bldg., Cincinnati, Ohio.

WANTED — First-class English-German job compositor; one who possesses some original ideas and can execute same in a workmanlike manner; boozers need not apply. H 901.

SALESMEN — WANTED FOUR GOOD MEN of proven ability for extensive line of splendid job-printing machinery and appliances; for Southeastern and Central Western territory; liberal compensation; write fully in confidence. W. C. BUCHANAN, Sales Manager, Franklin, Mass.

PRINTING SALESMAN WANTED, for Milwaukee territory, experienced in selling high-grade catalogues, booklets and general advertising literature. MEYER-ROTIER PRINTING CO., Milwaukee, Wis.

YOUNG MAN WANTED who understands printing-machines, who can sell same; state experience and salary desired. H 896.

INSTANTANEOUS MAKE-READY.

MR. PRESSMAN: You want higher proficiency and more money; my Make-ready Process will help you; copyrighted instructions and equipment, price, \$2; send \$1 bill now to cover expenses, balance later; 1 trust you. MARTIN SVALLAND, 2614 11th av., Oakland, Cal.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P"st., N.-W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, \$5.

EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First av., New York city — Eight Mergenthalers; three to six hours each day actual linotype practice; evenings, five hours; \$5 weekly; good machines; obliging, painstaking instructors; nine years of constant improvement; practice keyboards loaned free; large patronage and years of experience enable us to offer a thousand and one costly features not even attempted by others; prospectus.

SITUATIONS WANTED.

Composing-room.

WANTED — CONNECTION with country weekly, Rocky Mountain or coast States; neat, tasty workman; unexcelled jobwork; ads. won Kansas state prize three successive years; foreman or editor; widely quoted as paragrapher; always make good; correspondence solicited. CHARLES R. COOK, Jamestown, Kan.

AN ALL-AROUND PRINTER, now employed, wants climatic change; can operate linotype or monotype; married, steady and reliable, union, no liquor or cigarettes; situation must be steady; West or Middle West preferred. G. W. S., 416 Warner st., Washington, D. C.

LINOTYPE MACHINIST-OPERATOR, first-class, desires permanent situation where ability and energy are wanted and appreciated; experienced on all classes of work and different models; fast, clean proofs; will go anywhere; sober and reliable; union. H 888.

COMPETENT job man, age 27, twelve years' experience, wants to connect with a live, up-to-date firm, thoroughly capable of taking full responsibility in handling better grade of work; Chicago preferred; only modernly equipped office considered. H 897.

EXPERIENCED TWO-THIRDER, age 24, desires position in N. W. States or B. C.; thoroughly reliable; excellent references. L. L. MANNING, 1444 Lakewood drive, Vancouver, B. C.

WORKING FOREMAN, A-1 compositor, union, 20 years' experience, reliable, no liquor, married. L. A. GRAY, 4506 Olive st., Kansas

SITUATION WANTED by monotype keyboard operator; prefers book shop. H 865

Managers and Superintendents.

YOUNG MAN, ALL-AROUND PRINTER, stoneman, make-up, ads., linotype machinist-operator, "swift," nine years' experience with all models, familiar with Duplex, cylinder and platen presswork, experience in largest and smallest shops, desires position as superintendent of medium-sized shop doing high-grade work, newspaper and job preferred; knows when he is getting good work and knows how to get it; references. H 895.

SUPERINTENDENT SEEKS CHANGE — Twenty years in charge of plants doing \$20,000 to \$50,000; economical manager; close buyer, estimator and reader; moderate salary; prefers job plant connected with newspaper, where he can carry entire "load"; dry climate essentiates the content of the content o tial. H 738.

Photolithographers.

PHOTOLITHOGRAPHER and offset expert, color artist and photoen-graver, inventor of time-saving high-light process for finest catalogue work, with largest practical experience, still in position and producing highest quality work, desires connection with large printing-house interested in starting offset department right, and with guaranteed success, without experimenting. H 899.

PROOFREADER, copy preparer, editorial experience, expert in book, magazine, tabular, mathematical, foundry and job work, layout, wishes position with reputable firm; permanency; any location; references exchanged. H 898.

SITUATION WANTED by experienced cost expert and estimator with years of practical experience in the printing business; has met and talked with customers; has a successful record and the best of reterences. G 617.

WANTED TO PURCHASE.

WANTED — FLAT-BED DUPLEX PERFECTING PRESS; 3 lino-types; opportunity for reliable foreman also; give all particulars. BOX 224, Red Bank, N. J.

WANTED — HARRIS AUTOMATIC 15 by 18 inch two-color press. Address, stating lowest cash price, M. M. ROTHSCHILD, INC., 712 Federal st., Chicago.

WANTED — To purchase small electrotype plant, secondhand; reply, giving all particulars to H 900.

BUSINESS DIRECTORY.

Advertising Blotters.

POATES' Geographical Series of blotters—covering every State in the United States, Insular Possessions, Mexico, Cuba, Porto Rico, West Indies, important cities and foreign countries (9½ by 4), Panama Canal in three sizes—all maps in three colors, water in blue, mountains in relief, and all railroads named, in thousand lots ready for imprinting; our own and original new idea, educational as well as interesting; write for quantity prices; send for sample to-day; same series in post-cards; printers wanted to take up our agency in their cities. L. L. POATES PUBLISHING COMPANY, 20 N. Williams st., New York.

THE FOLDER FOR WIDE-AWAKE PRINTERS \blacksquare Folds and Cuts at One Operation The MODEL "B" CLEVELAND FOLDER folds the sheet in any one of 159 forms and cuts parallel folds into as many signatures as desired while they are still in the machine. This is only one of the many features of this folder which make it the most efficient and economical on the market. Get all the facts - write us for complete information. THE CLEVELAND FOLDING MACHINE COMPANY 5100 EUCLID AVENUE, CLEVELAND, OHIO

NO TAPES OR CHAINS

THE	INLA
PRINT BLOTTERS for yourself—the best advertising m printers. We furnish handsome color-plate, strong we complete "layout"—new design each month. Write to-da samples and particulars. CHAS. L. STILES, 230 N. 3d st., Ohio.	nedium for ording and y for free Columbus, 8-15
Brass-type Founders.	
AMERICAN TYPE FOUNDERS CO.— See Typefounders.	8-15
Bronzing Machines.	
THE FUCHS & LANG MANUFACTURING COMPANY, 11 st., New York city; 120 W. Illinois st., Chicago, Ill.	19 W. 40th
Calendar-pads.	
THE SULLIVAN PRINTING WORKS COMPANY, 1062 (Cincinnati, Ohio, makes 109 sizes and styles of calendar-pad now ready for shipment; the best and cheapest on the magnetic parameted perfect; write for sample-books and prices.	s for 1916 :
Carbon Black.	
CABOT, GODFREY L.— See advertisement.	
Casemaking and Embossing.	
SHEPARD, THE HENRY O., COMPANY, 632 Sherman st Write for estimates.	., Chicago.
Chase Manufacturers.	
BARNHART BROTHERS & SPINDLER — Electric-welded steel chases. Chicago, New York, Washington, D. C., Dallas, Kansas City, Omaha, St. Paul, Seattle.	silver-gloss St. Louis, 7-16
KEYSTONE TYPE FOUNDRY — Paragon Steel riveted-bra for all printing purposes. See Typefounders.	zed chases
Copper and Zinc Prepared for Half-tone and Zinc Etch	ing.
NATIONAL STEEL & COPPER PLATE COMPANY, 542 S born st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1 st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.	outh Dear- 101 Locust 10-15
Counting Machines.	
AMERICAN TYPE FOUNDERS CO.— See Typefounders.	8-15
KEYSTONE TYPE FOUNDRY — See Typefounders.	3-16
Electrotypers' and Stereotypers' Machinery.	
HOE, R., & CO., New York and London. Manufacturers of stereotyping and electrotyping machinery. Chicago office S. Clark st.	f printing, es, 544-546 11-15
	une bldg., l for cata- 1-16
Embossing Composition.	
STEWART'S EMBOSSING BOARD — Easy to use, hardens 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for \$1, postpour inland printer company, Chicago.	like iron; aid. THE tf
Hot-die Embossing.	
HOT EMBOSSING; catalogues, covers, show-cards. OSCAR & CO., engravers and die-sinkers, 638 Federal st., Chicago.	FISCHER 10-15
GOLDING MFG. CO., Franklin, Mass. Our hot embosser embossing on any job press.	facilitates 9-15

Job Printing-Presses.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty.

3-16

Numbering Machines.

Paper-cutters.

OSWEGO MACHINE WORKS, Oswego, New York. Cutters exclusively. The Oswego, and Brown & Carver and Ontario. 4-16

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

GOLDING MFG. CO., Franklin, Mass.

D PRINTER	705
AMERICAN TYPE FOUNDERS CO.— See Typefounders.	8-15
KEYSTONE TYPE FOUNDRY — See Typefounders.	3-16
GOLDING MFG. CO., Franklin, Mass.	9-15
Pebbling Machines.	
THE FUCHS & LANG MANUFACTURING COMPANY, 11 st., New York city; 120 W. Illinois st., Chicago, Ill.	9 W. 40th 12-15
Photoengravers' Machinery and Supplies.	
THE OSTRANDER-SEYMOUR CO., general offices, Trib Chicago. Eastern office, 38 Park Row, New York. Send logue.	une bldg. I for cata- 1-16
Photoengravers' Metal, Chemicals and Supplies.	
NATIONAL STEEL & COPPER PLATE COMPANY, 542 S born st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1 st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.	outh Dear 101 Locus 10-15
Photoengravers' Screens.	
LEVY, MAX, Wayne av. and Berkeley st., Wayne Junet delphia, Pa.	ion, Phila
Presses.	
GOSS PRINTING PRESS COMPANY, 16th st. and Ashland cago, manufacturers newspaper perfecting presses and spe printing machinery.	d av., Chi- cial rotary 1-16
HOE, R., & CO., New York and London. Manufacturers of stereotyping and electrotyping machinery. Chicago office S. Clark st.	
THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New Dearborn st., Chicago; factory, Long Island City, New York	York: 426 k. 10-15
AMERICAN TYPE FOUNDERS CO.— See Typefounders.	8-15
KEYSTONE TYPE FOUNDRY — See Typefounders.	3-16
Printers' Rollers and Roller Composition.	
BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st. also 514-518 Clark av., St. Louis: 88-90 South 13th st., I 706 Baltimore av., Kansas City: 40-42 Peters st., Atlanta, Gs. Kentucky av., Indianapolis: 1306-1308 Patterson av., Dallas, 135 Michigan st., Milwaukee, Wis.: 719-721 Fourth st., So., M. Minn.: 609-611 Chestnut st., Des Moines, Iowa: 305-307 Mt. V. Columbus.	Chicago Cittsburgh L: 151-158 Tex.: 133 Cinneapolis Fernon av. 3-16
BINGHAM BROTHERS COMPANY, 406 Pearl st., New Y 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N.	ork; also
Allied Firm: Bingham & Runge, East 12th st. and Powers av., Cleveland	d, Ohio.
	11-15
WILD & STEVENS, INC., 5 Purchase st., cor. High, Bos Established 1850.	ton, Mass. 2-16
Printers' Steel Equipment.	
KEYSTONE TYPE FOUNDRY, originators and manufacture equipment for complete printing-plants. See Typefounder	ers of stee s. 3-16
Printers' Supplies.	
BARNHART BROTHERS & SPINDLER — Scientific Pri Equipment. Chicago, New York, Washington, D. C., Dallas, Kansas City, Omaha, St. Paul, Seattle.	St. Louis 7-16
MECCA MACHINERY CO., 85-87 Adams st., Brooklyn, N. Y. and case racks for printers; special machinery for printers	Steel rules ers, etc. 6-16
AMERICAN TYPE FOUNDERS CO.— See Typefounders.	8-15
KEYSTONE TYPE FOUNDRY — See Typefounders.	3-16
Printing Machinery.	
BARNHART BROTHERS & SPINDLER — Babcock drum revolution presses, paper-cutters, Miller saw-trimmers, rebu ery. Chicago, New York, Washington, D. C., St. Louis, Dall City, Omaha, St. Paul, Seattle.	and two- ilt machin- as, Kansas 7-16
Printing Material.	
BARNHART BROTHERS & SPINDLER, Chicago — Babco two-revolution and fast news presses.	7-16



MAKE MONEY

8-15

3-16

9-15

3-16

by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will

8-15

3-16

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

KEYSTONE TYPE FOUNDRY - See Typefounders.

No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the print. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—More Impressions and Better Work. For Chandler & Price, Challenge and all Gordon Presses.

Get a descriptive circular from your dealer or send to us.

THE WAGNER MFG. CO., Scranton, Pa.

9-15

Punching Machines. AMERICAN TYPE FOUNDERS CO .- See Typefounders. 8-15 KEYSTONE TYPE FOUNDRY - See Typefounders. 3-16 Rebuilt Printing-presses. AMERICAN TYPE FOUNDERS CO .- See Typefounders. 8-15

GOLDING MFG. CO., Franklin, Mass. All makes. Roller Embossing Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 W. 40th st., New York city; 120 W. Illinois st., Chicago, Ill. 12-15

Roller Racks and Overlay Table.

JOHNSON AUTOMATIC ROLLER RACK CO., LTD., Battle Creek, Mich. "THE JOHNSON WAY" keeps rollers good, EVERY DAY.

Roughing Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 W. 40th st., New York city; 120 W. Illinois st., Chicago, Ill. 12-15

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Stereotyping Outfits

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and your type is not in danger of ruin by heat; also two engraving methods costing only \$5 with materials, by which engraved plates are cast in stereo metal from drawings on cardboard. ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special Matrix Boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

Stippling Machines.

THE FUCHS & LANG MANUFACTURING COMPANY, 119 W. 40th st., New York city; 120 W. Illinois st., Chicago, Ill. 12-15

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, William and Frankfort sts.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 1820 E. Franklin st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 13 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 23 S. 9th st.; Chicago, 210 W. Monroe st.; Detroit, 43 W. Congress st.; Kansas City, 602 Delaware st.; Minneapolis, 419 4th st. S.; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 92 Front st.; Spokane, 340 Sprague av.; Vancouver, 1086 Homer av.

KEYSTONE TYPE FOUNDRY, makers of printing type of quality, brass rule, printers' requisites and originators and manufacturers of steel equipment for printing-plants. Address our nearest house for printed matter — Philadelphia, 9th and Spruce sts.; New York, 38 Park pl.; Boston, 78 India st.; Chicago, 1108 South Wabash av.; Detroit, 43 Larned st., West; Kansas City, 7th st. and Baltimore av.; Atlanta, 24 South Forsythe st., and San Francisco, 638-640 Mission st.

BARNHART BROTHERS & SPINDLER—Type borders, ornaments, chases, brass rules, all-brass galleys, etc. Chicago, New York, Washington, D. C., St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle, 7-18

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York. 11-15

Wire Stitchers.

AMERICAN TYPE FOUNDERS CO .- See Typefounders.

Wood Goods

AMERICAN TYPE FOUNDERS CO .- See Typefounders. 8-15





REDINGTON COUNTERS keep tab on your presses; do not repeat or skip; are equally accurate at all speeds; are easy to attach; have large, readable figures; are quickly reset; will not get out of order; will last indefinitely. oo at all dealer:

F. B. REDINGTON CO., 112 S. Sangamon Street, Chicago



One user says, "I don't see how any press room, large or small, can afford to be without this machine.

Send for complete information, prices, etc.

Type-Hi Mfg. Co., Syracuse, N. Y.



ECONOMY STEEL TIERING MACHINES

enable one man to lift heavy boxes, bales, barrels and rolls, clear to ceiling's height. Built to operate by hand, electric or pneumatic power. Portable, safe and simple.

New designs and improvements.

It will pay you to get full information

ECONOMY ENGINEERING COMPANY 423 So. Washtenaw Ave., Chicago



KEYBOARD PA

for the MONOTYPE MACHINE

COLONIAL COMPANY, Mechanic Falls, Me. New York Office: 320 Fifth Avenue

Roughing for the Trade We have put in a ROUGHING MACHINE, and will be pleased to fill orders from those desiring this class of work. Three-color half-tone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

THE HENRY O. SHEPARD COMPANY 632 Sherman St.

PIONEER PAPER STOCK COMPANY PACKERS AND DEALERS IN PAPER STOCK

Phone: North 3565 448 W. Ohio St., CHICAGO, U.S. A

SAMUEL HOLLINGSWORTH

DESIGNER of AUTOMATIC MACHINERY FOR THE MANUFACTURING PRINTER PLAINFIELD, NEW JERSEY

The Pacific West in 1915

More printing-plants—more newspapers, more printing machinery, more equipment, paper, ink and facilities, made necessary by a rapidly increasing population. 1915 starts a new era of development. Heavy buying is imperative. Get your share of the business.

Include the Pacific West in your advertising campaign of 1915

PACIFIC PRINTER AND PUBLISHER

440 SANSOME ST., SAN FRANCISCO, CAL.

We should like to have you as a regular reader of

THE AMERICAN PRINTER

A Magazine of Printing Made in America for American Printers

employing and employed, the purpose of which publication is to be useful. The American Printer presents in each issue helpful articles for those in the office and in the workrooms. There are ideas for mechanical, accounting, publishing, art, advertising and other departments. The editorial tone of The American Printer is inspirational. It is fighting for better printing, more efficient printers and more profitable business methods. It is with those who have ideals; it subscribes to the Standards of Ethical Practice adopted by the business press.

Three dollars a year. Send one dollar for four months' trial subscription

OSWALD PUBLISHING COMPANY

25 City Hall Place, New York

WATCH WARREN'S Advertising

Warren's advertising is running in a strong list of magazines, headed by the Saturday Evening Post and Printing Trade Papers.

Each advertisement is double barrelled. First we hammer home the point that the only profitable printing is good printing. Then we announce our great achievement—the standardization of Warren's Coated Printing Papers.

Warren's advertising will make it easier for you to sell good printing. Watch our advertising so you can back up our claims.

Send for our free Portfolio the finest we ever issued.

S. D. WARREN & COMPANY 160 Devonshire Street, Boston, Mass.

Manufacturers of Standards in Coated and Uncoated
Printing Papers

For your coated stock, use



CAMEO LUSTRO SILKOTE CUMBERLAND

Our Motto: — Constant Excellence of Product—the Highest Type of Competition



Revolvator

REG. U. S. PAT. OFF.

Will pile or unpile paper cheaper, better, quicker than any other method.

Send for Bulletin I-30 "The Revolvator"

N. Y. Revolvine Portable Elevator Co.

351 Garfield Avenue, Jersey City, N. J.

THE AMERICAN MANUAL OF PRESSWORK



A^N exhaustive exposition of what intelligent pressmen are seeking. The volume contains an historical sketch that tells about the development of the printing-press from the days of Gutenberg down to the present era. Size 81/2 x 121/2

in. Cloth, price postpaid, \$4.50 THE INLAND PRINTER CO. 632 SHERMAN ST., CHICAGO



There Is No **Business That**

will bring in so large per cent of profit and that is cent of profit and that is so easily learned as mak-ing RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he al-ready has the Type which can be used without in-jury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

J.F.W. DORMAN CO. Baltimore, Md., U.S.A.

LINOTYPE, MONOTYPE STEREOTYPE ELECTROTYPE

DISTINCTIVELY BETTER CONSISTENT MARKET PRICES

Pittsburgh White Metal Company New York Pittsburgh

There is Big Money



Makers 542 Jackson Blvd. CHICAGO.
Special Inducements to Dealers

Blomgren Bros. & Co.

DESIGNERS ENGRAVERS **ELECTROTYPERS**

512 SHERMAN ST. CHICAGO

GEO. W. SWIFT, Jr.

Designer and Manufacturer

of special machinery for printing and producing

What do you need to increase your production

We Can Make It.



Illinois Electrotype Co.

Electrotypers Designers Nickeltypers Engravers

314-318 South Canal Street, Chicago Phones: Harrison 1000. Automatic 52964.

Manz Engraving Co. Chicago

Works: 4015 Ravenswood Ave. Sales office: 22 W. Monroe Street

Specialties: Lead mold steel-face electrotypes; color plates in Ben Day process; color plates in quadruple-color process, color plates in quadruple-color process. Artists and designers for illustrations and covers. Half-tones and zinc etchings of quality.

Correspondence solicited.



\$25 to \$35 Yearly

ABULAR equipment for rule-and-figure and blank work on standard Linotypes, with all

Lino-Tabler Co., Chicago New York, Toronto hese slugs FREE to trade plan

Art Reproduction Co.

ULE AND FIGURE AND RULED BLANK COMPOSITION

DESIGNERS and ENGRAVERS

MULTI-COLOR PLATE SPECIALISTS NEGATIVES FOR OFFSET PROCESS The only engraving house in Chicago which makes a specialty of Duo-Tones, Three and Four Color Proc-ess Printing Plates. Correspondence solicited. PHONE FRANKLIN 2181

412-420 Orleans St. Chicago, Ill.





Sure Enough Metallic Inks

If you use metallic inks—don't use the "as-good-kind." Get the BEST—cost no more.

We Make All Kinds Printing Inks Let us figure with you. Our inks are known for Quality.

The Kohl & Madden Manufacturing Company 626 Federal Street, Chicago, Ill.

JUERGENS BROS.CO.

DESIGNERS ENGRAVERS ELECTROTYPERS 166 W. Adams St. Chicago



METALS

THE INVENTOR OF THE QUOINS

BUFFALO, N. V., U. S. A.

Linotype, Monotype, Stereotype Special Mixtures

OUALITY

First, Last and All the Time.

E.W. Blatchford Co.

230 N. Clinton St. Chicago

5 Beekman St. New York

We cater to the Printing Trade in making the most up-to-date = line of =

Pencil and Pen Carbons

for any Carbon Copy work. Also all Supplies for Printing Form Letters.

MITTAG & VOLGER, Inc.

PARK RIDGE, NEW JERSEY MANUFACTURERS FOR THE TRADE ONLY

AND ITS APPLICA-TION TO PRINTING

By E. C. ANDREWS

The author's understanding of the diffi-culties that commonly beset the printer in obtaining cohesion and contrast in color-work has enabled him to produce a very practical and valuable work on the subject. Illustrated, Price, \$2.00.

We INLAND PRINTER CO. 632 SHERMAN ST., CHICAGO

A Sullivan Baling

Press

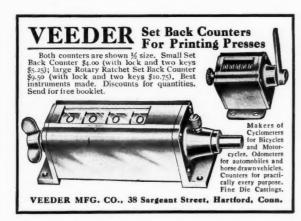
will cut down your labor cost and reduce your fire risk.

Get Booklet 64-F SULLIVAN

MACHINERY CO. 122 S. Michigan Ave.

CHICAGO









Save That Delay

"Just a hammer" to quickly join any size or kind of belting with

ALLIGATOR Steel Lacing

Strongest, safest, most efficient, you need it now. Sample or catalog will prove it.

FLEXIBLE STEEL LACING COMPANY 522 South Clinton Street, CHICAGO

The Offset Process

Photo-Litho, Metal Decorating, Technical Treatises, Recipes and Instruction

are among the subjects found in the

National Lithographer

The only lithographic periodical published in America.

Subscription (United States) postpaid per year \$2.00. Subscription (Foreign and Canada) postpaid per year \$2.50.

The National Lithographer Publishing Co.

150 Nassau St., New York City

Established January, 1894



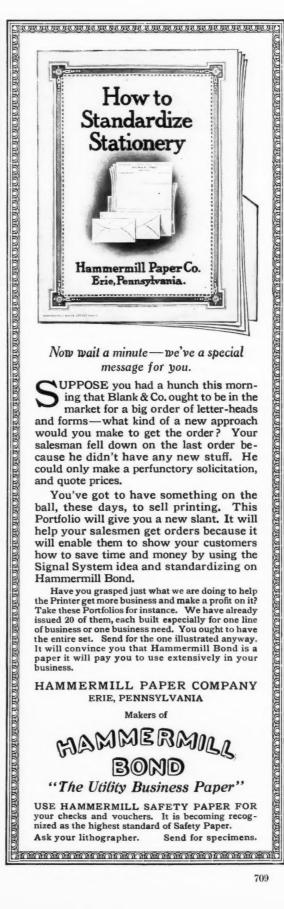
Deals only with the Illustration side of Printing, but deals with that side thoroughly. Post free, \$2 per annum.

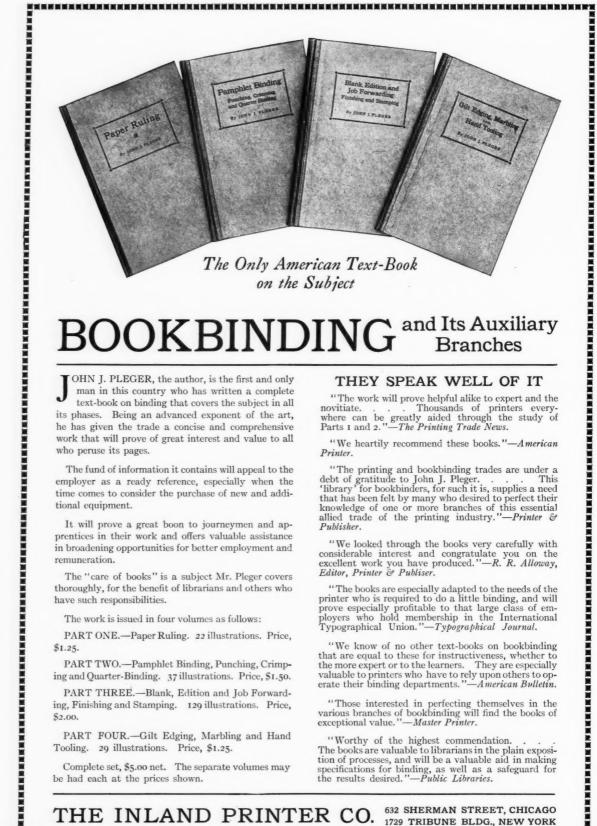
The Office of THE PROCESS MONTHLY

14 Farringdon Avenue London, E. C.

AMERICAN AGENTS:

SPON & CHAMBERLAIN 123 Liberty Street, New York <u>Ingoinarandan mandalan mandan mandan</u>





BOOKBINDING and Its Auxiliary Branches

OHN J. PLEGER, the author, is the first and only man in this country who has written a complete text-book on binding that covers the subject in all its phases. Being an advanced exponent of the art, he has given the trade a concise and comprehensive work that will prove of great interest and value to all who peruse its pages.

The fund of information it contains will appeal to the employer as a ready reference, especially when the time comes to consider the purchase of new and additional equipment.

It will prove a great boon to journeymen and apprentices in their work and offers valuable assistance in broadening opportunities for better employment and

The "care of books" is a subject Mr. Pleger covers thoroughly, for the benefit of librarians and others who have such responsibilities.

The work is issued in four volumes as follows:

PART ONE.—Paper Ruling. 22 illustrations. Price,

PART TWO.—Pamphlet Binding, Punching, Crimping and Quarter-Binding. 37 illustrations. Price, \$1.50.

PART THREE.-Blank, Edition and Job Forwarding, Finishing and Stamping. 129 illustrations. Price,

PART FOUR.-Gilt Edging, Marbling and Hand Tooling. 29 illustrations. Price, \$1.25.

Complete set, \$5.00 net. The separate volumes may be had each at the prices shown.

THEY SPEAK WELL OF IT

"The work will prove helpful alike to expert and the novitiate. . . . Thousands of printers everywhere can be greatly aided through the study of Parts 1 and 2."—The Printing Trade News.

"We heartily recommend these books."-American

"The printing and bookbinding trades are under a debt of gratitude to John J. Pleger. This 'library' for bookbinders, for such it is, supplies a need to be a such as a supplies a peed to be a such as a supplies a peed to be a such as a supplies a peed to be a such as a supplies a peed to be a such as a supplies a peed to be a such as a supplies a peed to be a such as a supplies a peed to be a such as a supplies a peed to be a such as a supplies a peed to be a such as a supplies a peed to be a such as that has been felt by many who desired to perfect their knowledge of one or more branches of this essential allied trade of the printing industry."—Printer & Publisher.

"We looked through the books very carefully with considerable interest and congratulate you on the excellent work you have produced."—R. R. Alloway, Editor, Printer & Publiser.

"The books are especially adapted to the needs of the printer who is required to do a little binding, and will prove especially profitable to that large class of employers who hold membership in the International Typographical Union."—Typographical Journal.

"We know of no other text-books on bookbinding that are equal to these for instructiveness, whether to the more expert or to the learners. They are especially valuable to printers who have to rely upon others to operate their binding departments."—American Bulletin.

"Those interested in perfecting themselves in the various branches of bookbinding will find the books of exceptional value."—Master Printer.

"Worthy of the highest commendation. The books are valuable to librarians in the plain exposition of processes, and will be a valuable aid in making specifications for binding, as well as a safeguard for the results desired."—Public Libraries.

THE INLAND PRINTER CO. 632 SHERMAN STREET, CHICAGO 1729 TRIBUNE BLDG., NEW YORK



Now Is the Time to Sell Old Hampshire Bond

The time to put your best foot forward is when your competitors are showing signs of weakness.

A strong, impressive letterhead is more valuable to-day than ever, because business men are on the alert to detect the slightest indication of unfavorable conditions—and for this very reason every suggestion of strength and progress is doubly effective.

The printer should bring this to his customer's attention not only in connection with Old Hampshire Bond Stationery, but with all printed matter.



Hampshire Paper Company

We are the Only Paper Makers in the World Making Bond Paper Exclusively SOUTH HADLEY FALLS, MASSACHUSETTS





Job Press Perfection, The OSTERLIND

Every claim made in print will be more than lived up to in performance

OUR CLAIMS

The OSTERLIND is intended to print a sheet 12×19 inches, but as a matter of fact it will deliver a sheet 20×15 inches (printed surface not more than $11 \frac{11}{2} \times 18 \frac{11}{2}$).

The register of the OSTERLIND is absolute and it has been demonstrated that sheets of rule-and-figure work can be fed through at the rate of 3,600 per hour, the same sheet being printed twice with no apparent showing of the two impressions.

Special conditions make it simple to feed the OSTERLIND by hand, at the speed of 4,200 per hour, while 2,200 per hour is as slow as it will be found necessary to run even on tissue paper.

All kinds of paper and cardboard, from a sheet of tissue paper to a ten-ply blank, can be printed on the OSTERLIND without any trouble.

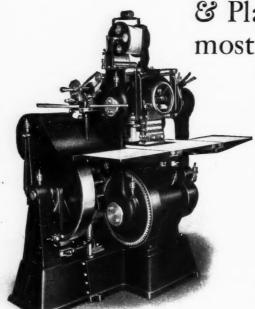
The OSTERLIND can be run at a speed of 3,600 per hour with the same class of labor that it takes to run a Gordon press 1,000 impressions per hour, proving it to be an economical success.

Write for descriptive circulars, prices, terms and other interesting information.

THE OSTERLIND PRINTING PRESS & MANUFACTURING CO., St. Paul, Minnesota

MILLER & RICHARD, Toronto and Winnipeg; ALVIN B. GILES, 60 Beekman St., N. Y.; B. H. McCAIN, 431 So. Dearborn St., Chicago; BICKFORD PRINTING MACHINERY CO., 507 Mission St., San Francisco; MILWAUKEE PRINTERS ROLLER CO., Milwaukee.

The Superior Features of the Modern Die Bern Plate Press make it the most profitable investment



This Press excels in all the vital points. Being constructed on a scientific basis and with a complete knowledge of what is required in the field to-day, it is the highest type of perfected die and plate press machinery.

SPECIAL FEATURES—It will print in center of a sheet 18×27 inches from a steel die or plate 5×9 inches—its quantity and quality of output cannot be improved upon—it inks, wipes, polishes and prints at one operation.

Every machine we turn out undergoes the severest test, and we guarantee each press to uphold our claims in every respect.

MODERN DIE & PLATE PRESS MANUFACTURING COMPANY

BELLEVILLE, ILLINOIS New York Offices and Salesrocm:

Sole Agents for Australasia, Parsons & Whittemore, Inc., 352 Kent Street, Sydney

"THE FALCON" HIGH-SPEED JOB PRESS



Semi - Automatic

AUTOMATIC OR SEMI-AUTOMATIC

Produces work of the highest grade, gives more than double the output of the ordinary job press—and costs no more to operate.

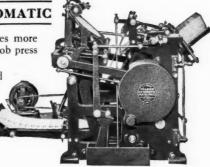
Gripper feed and delivery. Foot and hand impression trip. Ample distribution, also double roll attachment if desired.

Send for complete information.

James Newton

SOLE SELLING AGENT

TRIBUNE BLDG., NEW YORK CITY



Automatic Envelope Press

Deutscher Buch-und Steindrucker 1913, EDITION

This twentieth annual special edition surpasses everything heretofore published by the graphic arts trade press.

It contains an increased amount of text and advertising, ten intaglio prints, two of them two-color, and profuse illustrations in half-tone, shaded tone, two, three and four-color offset, and lithography, and about thirty letterpress designs. A three-color rotary intaglio print is the first picture of its kind ever published, and marks the beginning of a new era in color printing.

Weight, three pounds; sent post free on receipt of one dollar.

Deutscher Buch- und Steindrucker

ERNST MORGENSTERN

19 Dennewitz-Strasse :: :: BERLIN, W. 57, GERMANY

An Added Monthly PROFIT



to the average printer and dealer handling our Peerless Patent Book Form Cards is indicated by our records as

Averaging \$75.00 per Month

That is only the indicated direct profit, while the indirect profit growing out of the printer's ability to give his customer the best the world affords in cards, by orders for other high-class work is work (and high-class work is

always the most profitable), probably many times multiplies that sum. You just can not afford to ignore the trade-winning possibilities and certainties which the handling of these cards means. Write To-day for Samples and Prices.

The John B. Wiggins Co. Established
1857
Engravers, Plate Printers, Die Embossers, 52-54 E. Adams St., CHICAGO

Knowledge of Mechanism of the Linotype

is a valuable asset for an operator. It makes his work easier, opens another avenue to employment, and usually swells the pay envelope.

Many successful operators have taken courses in mechanism at the INLAND PRINTER TECHNICAL SCHOOL and all express regret that they did not do so earlier.

The enterprising operator who studies the mechanism of the linotype will be prepared for any opening that might require that kind of knowledge.

You can learn how to operate or learn linotype mechanism entire, or study special parts and movements at the

INLAND PRINTER TECHNICAL SCHOOL

632 SHERMAN STREET, CHICAGO, ILLINOIS

"Machine Composition" is a booklet that gives information concerning the school and some of its graduates.

You can have it for the asking.

A Modern Monthly-All About PAPER



THE PAPER DEALER gives the wanted information on the general and technical subject of

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases.

Has subscribers throughout forty-five States. Also Canada and foreign countries.

THIS SPECIAL OFFER

Covers 1915-1916 at the very special rate of \$1.50 instead of \$2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

The PAPER DEALER

186 NORTH LA SALLE STREET, CHICAGO

YOUR PADS

will give greater satisfaction to your customer. yourself and your pad maker if made with

R. R. B. PADDING GLUE

It has the "stick" and "flexibility" that makes the ideal pad. Send 25c for a one pound trial can by parcel post.

ROBT. R. BURRAGE

83 GOLD STREET

NEW YORK

WHEN YOU BUY Printers' and Binders' Machinery



703 S. Dearborn Street

CHICAGO, ILL.

ADD TO YOUR PROFITS

By Taking Orders for Bonds

Write for particulars to

ALBERT B. KING & COMPANY, Inc. **Bond Specialists**

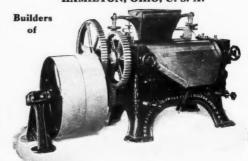
206 BROADWAY, NEW YORK

Riessner's Combination Gold Bronze Powder Printing Ink for all kinds of paper. A pound sent, express prepaid, on approval. Send on your paper and I will print

Gold Ink on it to show you. Specimens and prices on request.

T. RIESSNER, 57 Gold Street, New York AGENTS WANTED. A Good Side Line for Salesman.

THE BLACK-CLAWSON CO. HAMILTON, OHIO, U. S. A.



INK GRINDING MILLS with 3 Chilled Iron Rolls

Sizes—6 x 18, 9 x 24, 9 x 32, 9 x 36, 12 x 30 and 16 x 40 inches
With or without Hoppers. Solid or water-cooled Rolls
Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating Machinery and Special Machinery

New and Rebuilt Printing Machinery

Every kind always ready. You will secure the best bargains by consulting

Barnhart Brothers & Spindler

Chicago Kansas City

Washington, D. C. Omaha

CARBON BLACK

GODFREY L. CABOT, Boston, Mass. 940-941 Old South Building

ELF **ECLIPSE**

(PN) ELF

B. B. B.

VULCAN ACME

INCREASE YOUR INCOME

You can earn \$50 to \$100 a week selling printing if you study the Nashville Course in Sales Training by Edward P. Mickel. You are given a thorough training in salesmanship and can get profitable orders and build up a large trade. It means a greatly increased income for every one who studies it. Send for Booklet D.

DUDLEY L. HARE

1116 Girard Street, Philadelphia

The paste without the water—the perfect "Make-Ready" Paste. In powder form. "Does not sour."

FIVE GALLONS 100 PER CENT EFFICIENT PASTE FOR \$1 Just sprinkle "JELLITAC" into cold water and it instantly turns into a snow-white "make-ready" paste for immediate use. A postal brings a sample or a dollar box on trial.

ARTHUR S. HOYT CO., 86 West Broadway, NEW YORK CITY
Sold by Wholesale Paper Dealers, Type Foundries and Supply Houses.



DURANT COUNTERS

For C. & P. Presses, \$5.00 For Colt's Armory, \$7.80

Meet most exacting requirements. Ask your dealer why they are different.

Milwaukee, Wis.



The Printer Who Would Keep Pace With the Times Can Not Afford to Overlook the Possibilities of the Progress Die-Stamping Press

and its 1001 DIES which will enable the alert printer to handle all small steel die-stamping ordinarily sent out of his town, with the attendant expense and delay.

Incidentally he can, with the equipment of 1001 DIES, furnish any two-letter monogram desired, in either script or block style, and make delivery the same day if necessary. This is the only practical portable die-stamping press on the market; the only press with an equipment of two-letter monogram dies; the only press with the patent universal counter or "make-ready,"

as well as being much faster and simpler of operation than any other hand die-stamping press in the world. Absolutely complete in every respect and absolutely guaranteed in all respects. Write us at once for full particulars, endorsements and samples of work done on this press.

PROGRESS MANUFACTURING CO.

79 Sudbury Street, Boston, Mass.

Balance Feature Platen Dwell Clutch Drive Motor Attachment (Unexcelled)

LATEST "PROU"

Obtainable Through Any Reliable Dealer

Manufactured only by

Boston Printing Press & Machinery Co.

Office and Factory EAST BRIDGEWATER, MASSACHUSETTS



THE BEST SPECIAL

Works for Lithographers

ETC., ARE THE

ALBUM LITHO-26 parts in stock, 20 plates in black and color, \$1.50 each part. AMERICAN COMMERCIAL SPECIMENS—three series, 24
plates in color, \$3.50 each series.

TREASURE OF GRAPHIC ARTS - 24 folio plates in color, \$4.50.

TREASURE OF LABELS—the newest of labels—15 plates in color, \$3.00.
"FIGURE STUDIES"—by Ferd Wust—second series, 24 plates, \$3.00.

AND THE

FREIE KÜNSTE

SEMI-MONTHLY PUBLICATION

This Journal is the best Technical Book for Printers, Lithographers and all Kin-dred Trades. Artistic supplements. Yearly subscription, \$3.00, post free; sample copy, 25 cents.

Published by JOSEF HEIM, Vienna VI. / i Austria

The British Printer

Is Familiarly Known as

$"Our \, National \, Trade \, Journal"$

By Its British Readers

Subscribers to the British Printer are also found in the best printing establishments of the United States, in Canada, or the Continent of Europe and in every British Colony.

The British Printer is a purely technical journal. Every department covered by experts. Always pictorial, illustrating modern methods of reproduction.

Published bi-monthly, \$2.00 per annum, post free. Specimen copy 35c; by mail 40c.

American Agents:

THE INLAND PRINTER COMPANY 632 South Sherman Street

Chicago, Illinois



These Points Worth Investigating

We claim for the Rouse Paper Lift (and can prove it) that it is a labor-saving device, saves paper, saves time, and therefore increases output at reduced cost. It can be attached to the press quickly and by any one familiar with printing machinery, is fool-proof, accurate, dependable, and when once tried out will be found invaluable.

The leading printing establishments of Chicago, New York City, Denver, Milwaukee, and other cities are fast equipping their plants with our Paper Lifts.

We want to send you an interesting booklet called "Rouse-handling vs. Man-handling," containing many important reasons why you should install the ROUSE LIFT.

Send for a copy and get our plan for installing a Lift to be paid for out of its own earnings

H. B. ROUSE & CO.

2214 WARD STREET **CHICAGO**

% this Class

SOME TIME ago a doubting prospective advertiser said to us: "What per cent of your subscribers are buyers? How many men that read your magazine have a direct influence on the purchasing of equipment and supplies? In other words can you show me a reasonable number of owners, superintendents, etc., on your

Our answer to this question (based on an estimate) was "about half owners, superintendents, etc." This figure in our mind was a very conservative one, but still he doubted, so we had to prove it,

Our subscription manager started immediately to prepare a statement, and in this connection a census of our complete list was made. Cards like the one below were sent to our subscribers, and in a few days returns began coming in.

Out of every eight cards returned, six showed owners, superintendents, etc., and the other two were divided among the men in all departments of the shop.

75% buyers. This was more than we hoped for, and we certainly can not be blamed for making capital of it.

THE INLAND PRINTER with its circulation of class and quantity (12,000) can be made a big factor in your selling plans to the printing and allied trades.

Why not let us talk to you about a conservative publicity campaign? We can introduce you to the people who will buy your products.

As membelations we as a comme basis—both

H.S.

THE V

Than Stree' As members of Audit Bureau of Circulations we are pledged to sell circulation as a commodity on a known value basis - both as to quality and quantity

THE INLAND PRINTER, Chicago uther C. Rogers, 130 Polk St., Chicago Rogers & Hall Com er of Samera Printers

THE INLAND PRINTER

632 Sherman Street, Chicago

1729 Tribune Building, New York



There is no need to have your profits cut down through the waste and delay caused by electricity in paper stock.

Why stand it another winter when there is a sure and inexpensive way of avoiding trouble? Now is the time to install the

Chapman Electric Neutralizer

Here are some of the proven results which you will enjoy:

Prevents sheets from sticking. Practically eliminates the waste.

Offset avoided and slip-sheeting minimized.

Register is improved and paper more evenly jogged.

Any kind of paper can be used, more ink carried and the presses run at their usual speed.

Used on any kind of press, folder or feeding machine.

The temperature of the room may be lower.

Useful in summer as well as in winter.

Easily installed and the cost comparatively small.

Most of the leading printing establishments use the Chapman Electric Neutralizer. There are over six thousand in use. The first step toward freedom from static electricity is to write us. And now is the time.

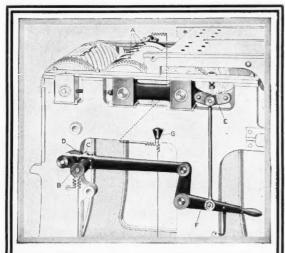
United Printing Machinery Company

116 East 13th St. New York 100 Summer St. BOSTON 325 S. Market St. Chicago



TABLE OF CONTENTS—AUGUST, 1915.

PAGE	ILLUSTRATIONS: PAGE		PAG
Advertising Costs, Why There Is a "Slid-	Advertising Men's Convention, Echoes	Printing and Allied Trades of Winnipeg	
ing Scale" of (illustrated) 688	from the659, 661, 674, 675, 682, 696	Hold Outing	68
APPRENTICE PRINTERS' TECHNICAL CLUB:	Avalon Harbor, Santa Catalina Islands 702	Printing Glass Slides for Moving-Picture	
Paneling, Some Points on 645	Grove Park Inn, Asheville, North Carolina 684	Shows, Device for	70
Specimens, Review of	Hawaiian Fisherman, A 640	PRINTING HOUSE CRAFTSMEN, WITH THE	
Back-Firing Decision, A	Incidents in the Experience of a Typo-	Printers' Rollers, Getting Best Service from	
Ben Franklin Club of Albany Holds Annual	graphical Error - Cartoon by John	PROCESS ENGRAVING:	
Pienie	T. Nolf 624	Brief Replies to a Few Queries	661
Cargill Company's Employees Have Picnic	Industries Illustrated, by Carl Scheffler 628	Collodion Emulsion Wanted	
and Boat Ride	Running a Newspaper in Mexico 634	High-Light Half-Tones Again	
Chicago Old-Time Printers' Association in	Incidents in Foreign Graphic Circles 631	International Association of Manufactur-	
Quarterly Meeting	Ion Communitation	ing Photoengravers, New President	
Chicago Printing and Allied Trades' Golf	JOB COMPOSITION:	of the	
Tournament	Reverse Plate, The Its Advantage to	Line Block, To Duplicate a	
"Complete Paper Directory of Chicago" 698	the Printer 641	Orthochromatic Collodion	
	Laxman, E. E., Joins Forces of J. W. Clem-	Photogravure Press Made in the United	
CONTRIBUTED ARTICLES:	ent Company 700		
Efficiency in the Small Shop 609	Literature of Typography, The — Great	States, A	
From Paper-Mill to Pressroom - No.	Britain — Continued (illustrated) 635	Silver Bath That Fogs	
VIII.—The Physical Aspects of	Lowe, Leo H., Purchases Control of Kewa-	Why Zinc Has Become a Precious Metal.	003
Paper 681	nee Star-Courier 698	PROOFROOM:	
Hyphens, Further Elements in the Use	MACHINE COMPOSITION:	Colon, On the Use of the	
of 663	Changing a Model 5 Magazine 680	Good Grammar	
Literature of Typography, The - Great	Clean Proof, What Is a 678	Knotty Matter That Is Not Knotty, A	
Britain — Continued (illustrated) 635	Dash-Rule Face Not Parallel with Slug 679	Number, A Question of	
Office Clerk Problems - Relations with	Face of Slug Overhangs Body 679	Useless Compounding	
the Salesman 620	How Machines Are Abused 678	Running a Newspaper in Mexico (illus-	
Printing a Sales Force, Making (illus-	Imperfect Pot Lock-Up 679	trated)	
trated) 668	Matrix Ears Bent by Distributor Screws, 679	Some Styles of Typography That Have	
Printers' Rollers, Getting Best Service	Slugs Cause Column-Rules to Work Up., 678	Been Discarded - And Why (illus-	
from 676	Sunken Characters on a Slug 678	trated)	610
Some Styles of Typography That Have	Machine Composition Record Made by Wal-	Sources, Preparing the	62
Been Discarded - And Why (illus-	ter Dennis, New	SPECIMEN REVIEW	64'
trated) 616	Monotype Club of St. Louis, The 680	THE MAN AND THE FIELD	675
Value of the Preparation of Copy 622	Muller, C. C., Reëlected President of South	TRADE NOTES:	
Varying Styles and Proofreading - No.	Carolina Master Printers' Association. 640	"Alligator" Steel Belt-Lacing, New Cir-	
II 614	National Editorial Association in Conven-	cular Showing	
CORRESPONDENCE:	tion at Los Angeles	Cargill Company's Employees Have Pic-	
Comments by an Old Reader 629	National Typothetæ, Plans for Convention	nic and Boat Ride	
Competent Printers in the Country 629	of, Almost Complete	Chicago Old-Time Printers' Association	
Howard University, Course of Printing	Necessity and Opportunity 626	in Quarterly Meeting	
in 630		"Complete Paper Directory of Chicago"	
What Is a Printer? 630	NEWSPAPER WORK:	Dexter Folder Company Insures Its Em-	
Who Can Place This Newspaper Writer? 630	Advertising Costs, Why There Is a "Slid-	ployees	
COST AND METHOD:	ing Scale" of (illustrated) 688	Diamond Paper-Cutter, Patent Granted	
Business Policy and Ethics, A Question	"Legal" Advertising and "Legal Rates"	on Improvement on	
of 659	— Continued 683	"Don't Take a Chance against Acci-	
Cost or Less, At	Review of Newspapers and Advertise-	dent "	
Custom Does Not Make Right 660	ments 686	Graydon, Samuel, New General Sales	
Estimate, How to Study an	OBITUARY:	Manager of the Wynkoop-Hallen-	
Printing Business, The Peculiarities of	Conant, Benjamin 697	beck-Crawford Company	705
the	Davis, W. W 697	Laxman, E. E., Joins Forces of J. W.	
Standard Estimating 658	Forman, Jonathan Clayton 697	Clement Company	700
Three Weeks 659	Hazen, Hiram C 697		
	Office Clerk Problems - Relations with the	Linotype Metal, Booklet on	
Dexter Folder Company Insures Its Em-	Salesman	Lowe, Leo H., Purchases Control of Ke- wanee Star-Courier	
ployees	Outing of Henry O. Shepard and Inland	Machine Composition Record Made by	
	Printer Companies 689		
Improvement on	Paper-Mill to Pressroom, From — No. VIII.	Walter Dennis, New	
"Don't Take a Chance against Accident". 702	- The Physical Aspects of Paper 681	National Typothetæ, Plans for Conven-	
EDITORIAL:	Paper-Ruling, Some Practical Hints on 691	tion of, Almost Complete	
Necessity and Opportunity 626		Printing Glass Slides for Moving-Picture	
Notes 625	PRESSROOM:	Shows, Device for (illustrated)	700
Sources, Preparing the 627	Control of Humidity in Pressrooms, The. 675	Try-Outs in Sales-Making Printing (illus-	
Wanted — An Emergency Man 626	Flock for Felt Goods 673	trated)	693
Efficiency in the Small Shop 609	Hand-Cut Versus Mechanical Overlays 673	Typographical Technical Series for Ap-	
Federal Printing Company's Annual Outing 680	Printing a Heavy Form on a Platen	prentices, The	
Foreign Graphic Circles, Incidents in 631	Press 673	Typography, The Literature of - Great	
Graydon, Samuel, New General Sales Man-	Transparent Material for Moving-Picture	Britain - Continued (illustrated)	
ager of the Wynkoop-Hallenbeck-Craw-	Machine Slides 674	Value of the Preparation of Copy	
ford Company 702	Printing a Sales Force, Making (illus-	Varying Styles and Proofreading - No. II.	
Howhard Florest in the Heave Con	441\	W4-4 A- Emangement Mon	696



No Printing on Tympan or Injury to Plates

HE SIMPLICITY, CONVENIENCE and ease of adjustment of the Stokes & Smith Press have been described in previous announcements of this series.

Note now another important feature—an Electric Throw-Off, which prevents injury to the plates or printing on the tympan when a sheet fails to feed.

This Electric Throw-Off becomes operative when the grippers on the impression cylinder fail to engage a sheet, with the result that the pressure between the plate and impression cylinder is relieved.

Provision is also made for hand operation while making adjustments to press and ink fountain.

Add this Electric Throw-Off to the other advantages, and you have a press that will maintain its speed of 7,000 to 8,000 impressions per hour, with a minimum of care and attention.

For the general run of commercial work the Stokes & Smith Rapid Rotary Press is rapidly proving its profit-making abilities.

We will gladly send further facts to help you judge better of its value for your own work. Write to-day. No obligation.

STOKES & SMITH

Northeast Boulevard, Philadelphia, Pa. London Office: 23 Goswell Road



STOKES & SMITH RAPID ROTARY PRESS

CATALOGA OPAOUE

English Finish

White

Packed in Cases

Ream lots — 6 c per lb. Case lots -5\(^4\)c per lb.

Special price on mill shipments according to quantity.

Parker, Thomas & Tucker Paper Co. 535-539 S. FRANKLIN STREET, CHICAGO

DISTRIBUTORS

The Tri-State Paper Co., Cumberland, Md. R. D. Wilson & Sons, Clarksburg, W. Va. Wright, Barrett & Stilwell, St. Paul, Minn. Wahpeton Paper Wahpeton, N. D. Mercantile Paper Montgomery, Ala. The Richmond Printing Ink Co., 16 N. 14th Street, Richmond, Va. The Colorado Ink Co., 622-624 19th Street, Denver, Colo.

The Crescent Paper Co. Indianapolis, Ind. GOOD PEOPLE WITH WHOM TO DEAL.

C. I. Johnson Mfg. Co., St. Paul, Minn.

THE SAVINK CAN



-AND THE SAVINK OFFER

Here is a hot weather speciala "get acquainted offer" - which not only gives you nine pounds of the best black ink packed in SAVINK Cans, the wasteless way of buying ink, but saves

you \$2.25 in doing it. In other words you get nine pounds of high-grade ink for the price of six.

VALUE \$6.75

3 lbs. Upco Halftone Black 3 lbs. Upco Bond Black 3 lbs. Upco Job Black or any 9-lb. combination of these inks as desired packed in Savink Cans.

PRICE \$4.50

The **Ullman**-Philpott Co.

4811 Lexington Avenue Cleveland, O.

Ullman-**Philpott**

There is no risk-

Addres

if you are not satisfied, you can re-turn the goods at our ex-

Kindly send me un-der your SAVINK offer ..lbs. Upco Halftone Black

....lbs. Upco Bond Blacklbs. Upco Job Black After inspection I agree to send \$4.50 or return the goods.

(4811)



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE

INDEX TO ADVERTISEMENTS.

	PAGE
Acme Staple Co	602
American Autopress Co	597
American Electrotype Co	604
American Folding Machine Co	606
American Printer	707
American Steel & Copper Plate Co	602
Art Reproduction Co	708
Babcock Printing Press Mfg. Co	580
Barnhart Bros. & Spindler	714
Bingham's, Sam'l, Son Mfg. Co	584
Black-Clawson Co	714
Blatchford, E. W., Co	708
Blomgren Bros. & Co604,	708
Boston Printing Press & Machinery Co	715
British Printer	715
Britton & Doyle	593
Brown Folding Machine Co	588
Brown, L. L., Paper Co	595
Brown, Paul	706
Burrage, Robert R	714
Butler, J. W., Paper Co	577
Cabot, Godfrey L	714
Carborundum Co	605
Challenge Machinery Co	596
Chambers Bros. Co	600
Chicago Paper Co	605
Child Acme Cutter & Press Co	603
Cleveland Folding Machine Co	704
Colonial Co	706
Crane, Z. & W. M.	720
District, bit to 111. Marris 111.	
Dennison Mfg. Co	605
Deutscher Buch- und Steindrucker	713
Dewey, F. E. & B. A	600
Dexter, C. H., & Sons	over
Dexter Folder Co	582
Dick, Rev. Robert, Estate	607
Dinse, Page & Co	599
Dorman, J. F. W., Co	708
Durant, W. N., Co	714
Economy Engineering Co	706
Federation of Trade Press Associations	586
Feuerstein, S. B., & Co	708
Flexible Steel Lacing Co	709

Franklin Co	581
Freie Künste	715
Globe Engraving & Electrotype Co	601
Globe Type Foundry	708
Hamilton Mfg. Co	592
Hammermill Paper Co	709
Hampshire Paper Co	711
Hare, Dudley L	714
Hellmuth, Charles	602
Hempel, H. A	708
Hollingsworth, Samuel	706
Hoyt, Arthur S., Co	
Huber, J. M.	714
	605
Humana Co	587
Ideal Coated Paper Co	602
Illinois Electrotype Co	708
Inland Printer Technical School	713
International Correspondence Schools	607
I. T. U. Commission	590
	000
Jaenecke Printing Ink Co	607
Jones, Samuel, & Co	598
Juengst, Geo., & Sons	596
Juergens Bros. Co	708
Kast & Ehinger	602
Kimble Electric Co	594
King, Albert B., & Co	714
Kohl & Madden Mfg. Co	708
Lino-Tabler Co	708
Manz Engraving Co	708
Megill, E. L	703
Meisel Press Mfg. Co	599
Mergenthaler Linotype CoCo	over
Miehle Printing Press & Mfg. Co	608
Miller Saw-Trimmer Co	599
Mittag & Volger	708
Modern Die & Plate Press Mfg. Co	712
Monitor Controller Co	603
Nashua Gummed & Coated Paper Co	595
National Lithographer	709
Neenah Paper Co	591
New Era Press	601

	PAGE
New York Revolving Portable Elevator Co. Newton, James	708 713
Osterlind Printing Press & Mfg. Co Oswego Machine Works	712 579
	010
Pacific Printer & Publisher	707 714
Parker, Thomas & Tucker Paper Co	719
Pioneer Paper Stock Co	706
Pittsburgh White Metal Co	708
Process Engraver's Monthly	709
Progress Mfg. Co	715
Queen City Printing Ink Co	578
Redington, F. B., Co	706
Regina Co	601
Riessner, T	714
Roberts Numbering Machine Co	598
Rosing School of Lettering & Design	706
Rouse, H. B., & Co	715
Scott, Walter, & Co	585
Seybold Machine Co	589
Shepard, Henry O., CoInsert,	706
Sinclair & Valentine Co	598
Sprague Electric Works	605
Standard High-speed Automatic Job Press.	583
Star Tool Mfg. Co	595 719
Stokes & Smith Co	708
Swift, George W., Jr	798
	190
Type-Hi Mfg. Co	706
Ullman-Philpott Co	719
Ullman, Sigmund, Co	over
United Printing Machinery Co	717
Veeder Mfg. Co	708
Wagner Mfg. Co	705
Wanner Machinery Co	714
Want Advertisements	703
Warren, S. D., & Co	707
Western States Envelope Co	594
White, James, Paper Co	606
White, L. & I. J., Co	593
Wiggins, John B., Co	713
Wiggins, John D., Co	110

THE HAND THAT KEEPS



THE WORLD INFORMED

DON'T THINK ONLY OF ITS ECONOMY

WHEN YOU THINK OF THE LINO-TYPE, FOR THE QUALITY OF ITS PRODUCT IS EQUALLY IM-PORTANT. HAND COMPOSITION NEEDS SKILFUL MANIPULATION; SO DOES THE LINOTYPE

MERGENTHALER LINOTYPE CO.

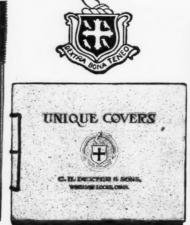
TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO 1100 S. WABASH AVENUE 638-646 SACRAMENTO STREET **NEW ORLEANS** 549 BARONNE STREET

CANADIAN LINOTYPE, LTD., TORONTO







A PRINTER equipped with these three books is prepared to meet every demand made on him for a cover paper. Each product of the House of Dexter is designed to meet a specific purpose. All three covers represent eighty years' experience in studying and satisfying the needs of both printer and advertiser.

PRINCESS

Princess is the pride of the Dexters. Made by a secret process, safely guarded throughout three generations, it has a peculiar texture, extraordinary strength, and nonfading qualities that have baffled imitators. It delights the heart of the printing craftsman because its 12 beautiful colors can be relied upon to furnish just the one to fit in with his pet color-scheme. PRINCESS not only folds beautifully, but accepts the heaviest punch of the embossing die without any danger of breaking through. Best of all, is the way it stands up under use-without fading, bursting out at the binding, or becoming dog-eared. It brings customers back with the pleasing request for "another job on PRINCESS."

UNIOUE

No printer can keep shop without a supply of serviceable, attractive, low-priced cover stock. This means Dexter's Unique. It is made in plate and antique finishes, in ten pleasing colors, and two sizes and weights. UNIQUE is the most practical general-purpose cover paper a printer can keep in stock. It enables him to turn out a creditable job for that hardest-to-please customer, the man who wants to secure the appearance of a high-class production, yet who is hampered by a price limitation. For booklet and folder work, Unique in the light weight gives very pleasing results. The addition of the double-thick Unique, with its excellent bending and embossing qualities, makes it the best general-purpose cover at the price.

LEVANT

Occasionally a printer has placed before him a proposition which seems to speak for Dexter's Levant Covers-and Dexter's Levant Covers speak well for the printer's judgment, when the result desired is an unusual effect. Reproducing the appearance of fine leather a striking cover can be secured with Levant by a simple design worked out in gold bronze. The colors carry out the suggestion of leather-the blue is the Blue Book blue, - while green, gray, coffee, red, yellow and black blend beautifully with gold, and give all the richness of hand-tooled leather binding. Fine hotels, exclusive jewelry houses, institutions of learning-those who seek a cover of dignified elegance-are quick to appreciate LEVANT.

At Chicago, in the Graphic Arts Show, and the Graphic Arts Exhibit of the Advertising Convention—wherever displayed, these Sample Books from the House of Dexter receive the warmest praise.

"These books have sold printing jobs for me simply through the interest aroused by them; although at the time the customer was not interested in a catalog."—A Printing Salesman.

Any printer who does fine catalog or booklet work will be supplied with all three of the Dexter Sample Books.

Get on the mailing-list for "XTRA"

C. H. DEXTER & SONS

INCORPORATED
WINDSOR LOCKS, CONNECTICUT